

# JONATHON L. TOBIAS

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## **GENERAL MANAGER – HOTEL / GOLF RESORT**

**Award-winning business strategist with two decades of hospitality management experience.** An expert in identifying and capitalizing on opportunities to build revenue; experienced in pre-openings, turnarounds, and rapid growth in a highly competitive market. Able to recognize and respond quickly to changing market conditions and revise strategies accordingly. Bilingual professional adept at cultivating an environment that attracts and develops talent, fosters satisfaction and loyalty, and encourages ownership and employee engagement in the workplace.

### **Core competencies include:**

Exceptional Sales & Marketing Skills • Revenue Growth / Enhancement • Golf Resort Management  
Pre-Opening / Opening Experience • First-Class Guest Service • Multi-Million Dollar Budgets  
Banquet & Conference Facilities • Food & Beverage Services • Timeshare Resort Management

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## **EXECUTIVE HIGHLIGHTS**

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- **Showcased expertise in opening new hotels / resorts** – Successfully transformed the new Holiday Inn Crowne Plaza hotel into a lucrative \$1 million dollar per month GOP operation through innovative marketing/business strategies, exceptional guest relations, and solid leadership.
- **Restructuring for rapid growth** – Achieved unprecedented growth through a \$3 million dollar renovation earning a 3 diamond rating and repositioning the hotel. Successfully reversed the earnings from a net loss of \$500,000 dollars per year to a \$2 million dollar profit in 4 years.
- **Transformed ordinary properties into extraordinary properties** – Elevated guest satisfaction rating to first in the region (from 21st) within the first year.
- **Formulate policy and develop and implement new strategies and procedures** – Managed a staff of up to 550 employees, always striving to improve upon a successful and positive culture evidenced by high employee morale and low turnover.

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## **AWARDS**

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**Silver Award for Resort Managers** – American Resort Development Association

**APEX Award in Sales** – Holiday Inn

**Miscellaneous Awards** – Outstanding Guest Relation Scores, Superior Hotel, Top 20 Rating,

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## **PROFESSIONAL EXPERIENCE**

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### **GENERAL MANAGER, 2005 - PRESENT**

SAN CLEMENTE COUNTRY ESTATES / SAN CLEMENTE GOLF RESORT ★★★ SAN CLEMENTE, CA

Manage one of San Clemente's premier country resorts (3,500 homes, lodge, clubhouse, golf club, equestrian center, 2 swimming pools, restaurant/bar, banquet facilities, and park spread over 2,300 acres)

- Develop policies and strategies for financial management including all revenues, expenses, and investments. Ensure rigorous accountability and long term stability through the conservative fiscal management of resources.
- Guide and integrate the department heads' efforts to realign all business processes and reinforce organizational structure to ensure the effectiveness of major programs and initiatives by focusing energies and operations to achieve agreed upon objectives.

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**PROFESSIONAL EXPERIENCE**

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CONTINUED

- Recruited to act as a primary liaison with environmental agency representatives to secure required permits and resolve compliance issues which resulted in the waiving of \$25,000 per day in penalties.
- Dramatically reduced work-related accidents and lost work hours resulting in a reduction of the Workers Compensation Insurance premium of \$192,000 compared to 2006.
- Restored order and fiscal discipline to the Food & Beverage department by demanding performance. As a result losses were reduced 46% in 2006 and are on target for 2007.

**GENERAL MANAGER, 1997 – 2005**

HILTON HOTEL &amp; RESORT ★ ★ ★ San Diego, CA

Directed all day-to-day activities for an all-villa/suite resort with golf and theater (442 rooms, suites, and timeshare units, 2 golf courses, 550 seat restaurant, live theatre and shopping center)

- Implemented yield management theories and Internet booking strategies to improve REVPAR.
- Directed several CAP Ex renovation projects including the opening of 56 new suites.
- Effectively managed all aspects of timeshare development and operations.
- Longest tenured General Manager in the history of the resort.

**GENERAL MANAGER, 1992 – 1996**

HALEKULANI HOTEL ★ ★ ★ San Diego, CA

Oversaw the daily operations of a Hawaiian-themed hotel centrally located in San Diego's Mission Valley (420 rooms, 2 restaurants, and 18,000 sq. ft. of banquet space, and 250 employees)

- Initially hired to oversee an extensive \$3 million dollar renovation of the facility which resulted in the successful repositioning to a 3 Diamond rating.
- Increased occupancy 18% and house profit (GOP) by 200% over a four-year period.

**GENERAL MANAGER, 1990 – 1992**

HYATT ON THE BAY ★ ★ ★ San Diego, CA

Managed a full-service hotel on the Embarcadero (600 rooms and 400 employees)

- Achieved primary objective of overseeing the first phase of a \$25 million dollar renovation while continuing to generate substantial revenue without the need to close the hotel or facilities.
- Successfully reduced employee turnover from 50% to 29% annually within a two year span.

**GENERAL MANAGER, 1989 – 1990**

HOLIDAY INN CROWN PLAZA ★ ★ ★ NYC, NY

Promoted to open this beautiful hotel which boasted a 4 diamond rating (770 rooms and 550 employees)

- Previous record of success in developing and implementing highly successful business and marketing strategies lead to this major, high-visibility assignment.
- Increased GOP from zero to more than \$1 million dollars per month within a year of opening the hotel.

**GENERAL MANAGER, 1987 - 1989**

HOLIDAY INN CROWNE PLAZA CONVENTION CENTER ★ ★ ★ Columbus, OH

- Exceeded budgeted G.O.P. by \$500,000 dollars and 112% of market penetration within 14 months.

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**EDUCATION**

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**Bachelor of Arts***Georgia College & State University, Milledgeville, GA*

Business Administration – Majored in Management