



Job Description: Director, Member Development

About Curator Hotels and Resorts

Curator was developed to bring together independent lifestyle hotel and resort owners and operators in order to take advantage of their collective scale and achieve significant operating cost savings and curated operating benefits and services. Curator contracts with best-in-class hotel service providers and vendors to curate products and programs designed for independent hotels at competitive costs. Curator is in a high-growth stage of development adding new programs and hotels quickly. Accordingly, Curator is forming a team of individuals with strong organizational, communication and analytical skills to facilitate the growing contractual relationships between Curator members, hotels and vendor partners.

Overview:

The Director of Member Development is part of the Curator Hotel & Resort Collection team working directly with the President and Vice President. The position is based at our corporate headquarters in Bethesda, Maryland. The Director will be primarily responsible for finding and securing additional member hotels for Curator. Secondary to the main objective would be to source additional partners for Curator ownership. The Director will initially work through an existing member prospect list and be responsible for researching and identifying new prospects, continually adding to and vetting the prospect list. Accordingly, the position requires a self-starting and highly organized individual comfortable working at a fast pace that is able to adapt to a rapidly changing environment. The position also requires an individual that will be comfortable discussing the Curator story, business framework and value proposition with potential member hotels. The individual will need to quickly learn about and become proficiently conversant in the key aspects of a what Curator is and what it offers.

Qualifications and Requirements:

- Bachelor of Arts or Bachelor of Science degree required. Preferred candidates have a major in economics, hotel administration, marketing or business.
- Three years experience in a business development or sales position, hospitality or marketing experience preferred.
- Ability to handle multiple tasks including the job responsibilities outlined below along with special projects as assigned by Curator Leadership.
- Strong analytical, quantitative, and technical skills with an emphasis on Microsoft Excel and PowerPoint.
- Ability to handle a steep learning curve and handle new concepts and information quickly. The Director must be comfortable learning about and speaking about the fundamentals of hotel business and operations, with

particular focus on Curator's value proposition for hotels. Additionally, the Director will be expected to learn the details of all Curator programs and be comfortable addressing questions from external teams about each one.

- Comfort and/or prior experience with direct sales efforts. Familiarity with the hotel industry a plus.
- Ability to work independently on projects as well as collaboratively with Curator leadership and external Member teams. Able to effectively bring together and coordinate disparate individuals in order to solve problems and move potential members to towards sign-up.
- Strong attention to detail.
- Comfort with legal documents and language.
- Strong written, verbal and interpersonal skills required, the Director will interact with groups internally and externally, including senior executives.
- Must be willing to travel nationwide and potentially internationally.

Responsibilities:

Overall

- Become well versed in the backstory of Curator, the value proposition offered, the current hotel members and the existing Curator MSAs. Create whatever sales tools deemed necessary to assist with these efforts.
- Quickly get up to speed on the status of any new member discussions and assist where needed, including taking the lead on such discussions.
- Together with Curator leadership, develop and execute the outbound sales strategy for new member acquisition.
- Take ownership of the prospects list by getting educated about each hotel or related group of hotels. Reach out to each hotel (or group) on the prospect list, gauge interest and applicability, and move the conversation forward to membership in Curator. Follow up consistently with all prospects to keep the Curator opportunity top of mind.
- Identify prospective member stakeholders and decision makers and ensure the conversation is progressing with the right individuals.
- Together with Curator leadership and in some cases independently, lead meetings and present Curator to prospective members and their executive teams. Depending on conditions, travel to prospective member offices and/or hotels may be required.
- Prepare value proposition estimates for prospects on request.
- Identify new hotels, or groups of hotels to add to the prospects list so that there is always continual growth in Curator membership.
- Respond reactively to inbound information requests, evaluating and qualifying leads and responding to all requests.
- Become proficient in Salesforce CRM and keep all prospect member information in CRM up to date in real time including relevant notes.

- Deliver internal presentations to Curator leadership around new member opportunities, expectations as well as insights captured through prior presentations and conversations with prospects. Evaluate prospect hotel needs and relay findings and opportunities to Curator leadership.
- Research and stay up to date on Curator competitors, prepare talking points on the advantages and differences of Curator versus the competition.
- Coordinate new member contracting process, working with legal teams internally and externally to resolve issues and bring contract to execution.
- Assist Curator Leadership and Account Management team in the onboarding of new members.
- Assist marketing teams with future B2B marketing efforts to attract additional prospects.

Member Onboarding

- Complete an in depth briefing with the designated Curator Account Representative to assist in the onboarding process for all new Curator member hotels.

Compensation:

This position will be compensated on a tiered performance-based system that includes a base salary and annual performance bonus. There is the possibility of potential ownership grants, depending on experience. This position is also eligible to participate in the firm's competitive 401(k) Plan and health and dental insurance program.