

Ronald Gromoll
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Summary of Qualifications

Experienced and highly qualified hospitality instructor and hotel general manager. My strengths include sales and marketing, data analysis, marketing plan creation, operations management, project management, accounting and exemplary customer service. Lecturer of undergraduate and graduate level courses in hospitality at the University of Florida. Managed limited service, as well as, full-service hotel properties with restaurants and conference facilities. Opened three hotels in various positions. Very knowledgeable regarding North Central Florida attractions, events and tourism. Experienced lecturer and presenter with experience in University, Corporate, Association, and College venues.

Professional Work Experience:

Lecturer,

***Academic Program Coordinator – Disney Exchange Program,
Managing Director – Eric Friedheim Tourism Institute Board -University of Florida Department
of Tourism, Hospitality and Event Management, Gainesville, FL*** Aug 2020

***Visiting Lecturer – University of Florida Department of Tourism, Hospitality and Event
Management, Gainesville, FL*** Aug. 19 – present

Hired as visiting lecturer to teach hospitality and tourism classes at the University of Florida. Taught undergraduate and graduate classes from 30 to 90 students in 3000, 4000 and 6000 levels. The courses include Lodging Operations & Management, Hospitality Management, Revenue Management for Hospitality, and Marketing for Hospitality and Tourism. Current projects include developing online courses for Lodging Operations & Management and Hospitality Revenue Management. I bring extensive experience and subject matter knowledge to the classroom.

Marketing and Event Coordinator – Alachua County, Gainesville, FL Jul. 17- Aug. 19

Began researching statistical and operational procedures, as well as revenue possibilities, for an exhibition hall, arena and midway. Completed an agricultural grant application that received \$400,000 by state approval. Created the business plan for a new agricultural event center that was used to purchase the facility. Created the business plans for a sports exhibition center being planned by the county and the expanded business use of Poe Springs Park. Managed reservations for the county owned Fairgrounds, Freedom Community Center and Poe Springs Lodge; which are event centers. Researched and procured event booking software that streamlined efficiencies in all county event facilities and helped increase the number of event days booked at the facilities by 100%, over 365 events per year.

General Manager - Best Western Gateway Grand Hotel and Conference Center, Gainesville FL

Aug. 99 – Jul.17

Hotel and Conference Center with 152 rooms, restaurant, conference and meeting space. Hired to manage operations of an upscale conference facility 6 months after it opened. Responsible for operations and administration of the hotel, conferences, meetings, banquets, restaurant operation, sales and marketing, and maintenance of the property. Supervised eleven managers in seven departments. Property has 10,000 square feet of meeting space and a sports grill restaurant. The

Best Western Gateway Grand had consistently held a high-level rating of 4 or 5 out of 44 hotels on TripAdvisor in Gainesville.

General Manager - LaQuinta Inn, Gainesville, FL

August 95 – August 99

Hotel with 135 rooms and two meeting rooms. Able to bring “attention to detail” service to the property. Created an atmosphere conducive to retaining employees and helped staff progress as part of a team effort. Raised the occupancy from 62% to over 80% per year while raising the A.D.R. Selected to train all new Inn Managers for the company in the Florida region.

General Manager - Holiday Inn, St. Joseph, MI

July 92 – August 95

Hotel with 156 rooms, restaurant, nightclub, concierge floor, indoor pool, fitness center and conference space. Hired to turn around a high-rise property with multiple problems. Completed a step by step process to restructure each department and rebuild systems that had deteriorated over the years. Attracted major corporate accounts back that hadn’t used the property in years. Brought hotel out of Chapter 11 bankruptcy.

General Manager (opened hotel) - Comfort Inn, West Hazleton, PA

July 87 – June 92

Hotel with 119 rooms, restaurant, nightclub and meeting rooms.

Began at groundbreaking. Did all outside sales calls prior to opening. Bid and purchased opening supplies for the property including part of the furniture and kitchen equipment. Hired a management staff of seven and coordinated the hiring of entire staff by department managers. Maintained an average occupancy above 90% per year for four years.

Prior-Worked in various hotels and resorts working my way up from Front Desk Clerk to Assistant General Manager. Opened hotels as a Night Auditor, Front Office Manager and General Manager.

Teaching and Instructing Experience:

Best Western International –

January 2014

One of twenty-two owners/general managers from around the country invited to beta test the new Best Western training program.

University of Florida –

2013

Adjunct Instructor-taught graduate level course on statistical management in the hospitality industry in 2013.

University of Florida -

March 2013

Invited to accompany the University of Florida on a training mission to the University of Nizhny Novgorod, Russia. Conducted presentations on yield management, sales networking and employee motivation.

University of Florida -

2001- Current

Invited to lecture to students at the University of Florida Eric Freidheim Tourism Institute by Dr. Brijesh Thapa, Dr. Svetlana Stepchenkova, Dr. Bertha Cato, Dr. Kelly Semrad, PhD. candidate Becky Liu, Dr. Gregory Dunn and Dr. Katerina Berezina.

Forbes-Hamilton Management Company -

2006 - 2008

Taught motivation, reservation and revenue management techniques to front office employees and managers within the hotels of the management company.

City College –

1996 - 2008

Instructor for all hospitality courses including; Purchasing for the Hospitality Industry, Housekeeping Operations, Front Office Management, Food & Beverage Management, Convention Sales & Service and Sales and Marketing.

La Quinta Inns – 1996 - 1999
Trained all new general managers for the Florida LaQuinta Hotels.

Education:

Completed two-year courses of Venue Management School with the International Association of Venue Mangers and graduated from the Venue Management School. 2018 - 2019

Completed first and second year of Marketing College and Event Management with the Southeastern Tourism Society which leads to two certifications after the third year. 2018 - 2019

University of Phoenix- Bachelors in Business Management

Cornell University, Masters Certification- Essentials of Hospitality Management

CHE - Certified Hotel Educator – American Hotel and Lodging Association

CHA - Certified Hotel Administrator – (Life Member) American Hotel and Lodging Association

Luzerne Community College, Major H&R Management, Degree A.A.S.

Professional Activities:

University of Florida Performing Arts – Executive Board. 2016 - 2017

University of Florida Performing Arts. – Board of Directors. 2014 - 2016

Tourist Development Council – 2007 - 2017

Advisory committee on tourism for the Alachua County Commissioners 1996 - 2000

Visit Natural North Florida – Treasurer 2019 2015- May 2020

Gainesville Sports Commission- President for year 2009. Currently President Emeritus
2005- Present

Best Western Florida Marketing Co-op. (Chairman 2006 - 2007) Board member 2004 - 2017
Board decides the marketing strategies and budgets for the 106 Best Western Hotels in Florida.

Military:

U.S.M.C. – United States Marine Corp Band, Honorable Discharge