

**Mimi Hall Gustafson**  
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**OBJECTIVE:** Seeking a leadership position with a dynamic organization requiring a proven track record in sales, marketing and related fields.

**KEY ACCOMPLISHMENTS:**

- Over 25 years of leadership experience in sales and marketing for destination resorts, a successful CVB and DMO, an integrated advertising agency and international luxury representation firm.
- Proven ability to identify, grow and nurture strategic business relationships.
- Led sales, marketing, catering, conference service and banquet departments through successful opening of a new AAA Four Diamond destination resort.
- Developed, directed and managed strategic branding campaigns for clients in a variety of industries including high-tech and travel and tourism.
- Increased four-season, destination resort's group room nights by 28%, group revenue by 23%, and doubled condominium occupancy during the same period.

**WORK EXPERIENCE:**

- **Eldorado Hospitality.** Hospitality Management Company, Missoula, Montana  
**Directory of Sales and Marketing,** 2/16 – 5/17 and 7/19-present  
Successfully transitioned 198 room hotel with new ownership and full property renovation. Created and led new strategic business plan. Directed team of six to achieve and exceed goals. Served as interim General Manager.
- **Destination Missoula/TBID.** Convention and Visitors Bureau / Destination Marketing Organization  
**Director of Sales and Services,** 5/17-7/19  
Led sales and services strategy to uncover new group, sports and meeting business for Missoula. Exceeded goals annually. Impacted all aspects of the organization including, marketing strategy, public relations and membership. Led and mentored staff of three.
- **Sage Hospitality.** Hospitality Management Company, Missoula, Montana  
**Director of Sales and Marketing.** 6/13 - 2/16  
Reorganized sales and repositioned 200 room hotel with 20,000sf of flexible meeting space. Wrote strategic business plan and zero-based budget. Led team of six to achieve record group sales. Received Sage's top sales leadership award, "Sales Hero", for the full-service hotel division.
- **Northern Quest Resort and Casino.** AAA Four Diamond & Forbes Four Star Resort, Spokane, Washington  
**Director of Resort Sales and Strategic Partnerships.** 11/12-5/13  
Promoted to expand responsibilities to include management of all sponsorships and strategic relationships in the community, industry, as well as charitable giving.  
**Director of Hotel Sales and Marketing.** 7/09 – 11/12  
Developed and led pre-opening hotel sales, marketing, catering, conference service and banquet departments through successful opening. Achieved AAA Four Diamond rating for hotel and restaurant upon opening. Created and implemented strategic sales and marketing plan. Developed and managed multiple departmental budgets. Grew revenue and occupancy annually. Established and implemented all departmental policies and procedures. Property includes 250 rooms, 22,000 sf of meeting space, 14 food and beverage outlets, 14,000 sf luxury spa, full-service casino and 4000 seat outdoor concert venue.
- **Prestige Resorts and Destinations.** International luxury hotel and resort representation firm.  
**Director of Regional Sales.** 7/04 -7/09  
Directed group sales and marketing efforts in OR, WA, ID, MT and select N. CA markets. Targeted both corporate and association clients. Represented a collection of more than 65 four and five star national and international hotels, resorts and cruise lines. Launched brand in new geographic markets. Successfully increased sales annually. Co-branded strategic marketing initiatives with individual properties.
- **The Coeur d'Alene Resort.** AAA Four Diamond destination golf resort, Coeur d'Alene, Idaho  
**National Sales Manager.** 10/01- 6/04

Responsible for national sales in the corporate and association markets. Sold over one million dollars in room revenue annually. Targeted and expanded new and existing geographic markets. Responsible for generating revenue for property, including 337 rooms, 25,000 sf of meeting and conference space, world class 18-hole golf course, 3 full-service marinas, and 7 F&B outlets.

- **Design Within Reach.** Catalog and online retailer, San Francisco, California  
**Director of Inside Sales.** 12/00-6/01  
Directed all aspects of the customer service and inside sales division for high-end start-up retailer, including business to business and direct sales. Managed staff of 24. As member of company's management team, worked directly with marketing, inventory planning, merchandising and distribution divisions. Initiated and implemented outbound calling program to increase sales and create customer loyalty. Developed a successful quote conversion program.
- **Oliver Russell and Associates.** Advertising, public relations and interactive agency, Boise, Idaho  
**Director of Account Service.** 12/99-12/00  
Directed account service team of six. Responsible for new business development. Provided strategic direction in creation of integrated branding campaigns for a variety of clients and industries including technology and tourism. Created agency's strategic business plan after interactive division spun off as standalone company. Oversaw and directed public relations division during transition.
- **Coastal Hotel Group, Elkhorn Resort.** Four season destination ski and golf resort, Sun Valley, Idaho  
**Director of Sales and Marketing.** 7/97-12/99  
Re-organized and directed resort's six person sales and marketing team. Responsible for sales and revenue goals for property: 132 hotel rooms, 90 condominiums, meeting and conference space, 3 restaurants and an 18-hole championship golf course. Increased overall occupancy 12% and room revenue by 15%. Wrote strategic marketing plan repositioning property.  
**Director of Group Sales.** 1/97-7/97  
Member of new ownership's "re-opening team". Increased sales penetration in group markets. Directed group sales initiatives targeting corporate, association, tour and travel business.
- **Sun Valley/Ketchum Chamber and Visitor's Bureau.** Destination marketing organization, Sun Valley, Idaho  
**Director of Sales and Marketing.** 4/96-1/97  
Created, directed and implemented the Sun Valley/Ketchum destination's strategic national and international sales and marketing program including: national and international advertising; direct sales to tour operators, travel agents, convention and meeting planners and leisure market; national and international consumer trade shows; public relations and special events. Developed cooperative destination advertising programs with private business to maximize advertising reach. Placed national, international, and regional media buys including print and broadcast.  
**Marketing & Public Relations Manager.** 5/94-4/96  
Direct liaison for national, international and local press including television, film, radio and print. Developed and conducted press familiarization trips. Press relations for the Society of American Travel Writer's National Conference. Project management of numerous marketing initiatives. Organized, executed, and marketed numerous special events including: trade shows, press conferences, nation's third largest Nordic ski race, the longest non-motorized parade in the West, and themed ski weeks.

#### **EDUCATION:**

**B.S. in Communications, Double Major: Advertising and Public Relations; Minor: Business.**  
University of Idaho, Moscow, Idaho.

#### **AFFILIATIONS AND COMMUNITY SERVICE:**

**Board Member:** Missoula Downtown Association, Historical Museum at Fort Missoula, Destination Missoula, Leadership Spokane, St. Luke's Rehabilitation Hospital, March of Dimes

**Graduate:** Leadership Missoula, Leadership Spokane and Leadership Wood River Valley

**Founding Board Member:** Sun Valley's Mountain Wellness Festival, national annual event.

**Member,** Hotel Sales and Marketing Association International, Meeting Planner's International, American Society of Association Executives, Destination Missoula's Marketing Committee, Visit Spokane's Destination Marketing Committee, Convention Marketing Committee, Junior League of Spokane, Soroptimist International, Sun Valley's Marketing Committee, International Marketing Committee, Central Reservation Task Force, 2002 Wood River Olympic Committee, and Transportation Task Force, Representative of SKI USA, Rocky Mountain International.

**Community Volunteer:** Numerous community events and projects including: Historical Museum at Fort Missoula, Signature Chef's Event, Rebuilding Together, Foster Children of Spokane's Foster Santa Breakfast, The Sun Valley Summer Symphony, The Sun Valley Wine Auction, and Sun Valley's Wagon Days.