

Steve Heitzner
University Park Country Club Resident



By way of introduction, I am a graduate of Michigan State University with a B.A. degree in Marketing and was a student athlete at MSU as a member of the Varsity Tennis Team. I am a 39-year veteran of the hospitality industry and was with Marriott International for 35 years prior to my retirement in December 2020. As the Chief Sales and Marketing Officer I was responsible for the performance of more than 5500 of the company's hotels and >\$85B in revenues. In this role, I acted as the key customer advocate and was accountable for growing top-line revenues and market share for Marriott's portfolio of 30+ brands in the United States, Canada, and 31 countries in the Caribbean and Latin America Region. My organization of 8,000+ associates included a world class sales force, industry leading revenue strategy team, and an extensive group of strategic planning, brand, marketing, digital, crisis communications and public relations professionals.

During my 35-year career with Marriott, I served in several sales, marketing, and operations capacities including an assignment as General Manager at the Rancho Las Palmas Marriott Resort, Spa and Country Club in Rancho Mirage, California. In this capacity I oversaw all resort operations including 450 hotel rooms, multiple restaurants, banquets, a 25-court tennis facility, 27-hole golf course, 25,000sf spa and fitness center as well as an 850-home residential community in which I worked collaboratively with the Rancho Las Palmas Homeowners Association. I was fortunate to have won multiple industry awards and in 2018 was featured in the Wallstreet Journal in a full-page article on Executive Fitness. Currently, I

serve as the CEO/Founder of SHH Consulting LLC and advise clients on sales, marketing and operational strategies to increase top-line revenues and improve the customer experience.

Accustomed to a hectic work and travel schedule, I have demonstrated the ability to manage multiple priorities simultaneously and believe this opportunity on the Board would be an enriching experience. There has been a tremendous amount of work done to formulate a long-term strategic and capital plan that has been met with both support and resistance from the UP community. I believe that a position on the Recreation District Board would allow my experience, insight and forward-thinking approach to balance the wants and needs of the UP community and bring the different schools of thought closer together. As a lifelong customer advocate, I believe it would be critical to listen to our residents and act on their behalf. "There is no greater voice than the voice of the customer". I view this as a chance to provide insight into and leadership over priorities that protect the integrity of UP's environment, enhance the club's operation and offerings while being fiscally responsible and transparent.

A Member of UPCC since May 2022 I have been an active participant in the community and currently co-chair the Social and Dining Advisory Group. My wife of 38 years, Linda, and I have two married daughters and one grandson residing in Washington, D.C.