



Geoffrey A. Baekey, CRE

Senior Vice President, Government Services

Geoffrey Baekey brings over 23 years of experience with both private and public sector hospitality clients with a wide-variety of visitor-based assets, supporting his current role as Senior Vice President at CHM. Mr. Baekey serves as the CHM Government Services division leader, responsible for the strategic direction and financial performance of the practice, client management, service delivery and quality control. For the past ten years, Mr. Baekey has spearheaded the redesign of key business processes for the National Park Service and United States Air Force Services Headquarters and United States Air Force Air Staff. Other selected public and private sector clients include, the National Park Service, United States Fish and Wildlife Service, United States Forest Service, United States Army, Marriott International, Starwood Hotels and Resorts, Palm Restaurant Corporation, Burger King and numerous financial institutions relative to their hospitality and real estate issues. Mr. Baekey also possesses extensive experience in commercial and resort lodging, recreation and food and beverage strategic planning, asset management, business development and operational analysis. For the past eight years, he has served as the principal point-of-contact for the Director of the National Park Service Commercial Services Group and Senior Project Manager in spearheading the redesign of key business processes for the National Park Service Commercial Services Group where he was responsible for enhancing returns in excess of 100%.

Professional Experience

- CHM: Senior Vice President, Boston, MA
- PricewaterhouseCoopers: Director, Boston, MA
- Horwath Landauer: Managing Director, Boston, MA
- Hospitality Consulting Inc.: Principal, Boston, MA
- Laventhal & Horwath: Manager, Boston, MA
- Associated Inns and Restaurant Company of America: Denver, CO
- Sheraton Denver Tech Center - Various positions
- Radisson Denver Tech Center - Various positions

Education and Credentials

- Bachelor of Science in Hotel, Restaurant and Tourism Management, Denver University

Areas of Expertise

- Strategic planning
- Capital planning oversight and execution
- Lodging and restaurant brand and management selection
- Asset market positioning/repositioning, analysis, advice and execution
- Contract Oversight/Asset Management
- Redevelopment and repositioning analysis services
- ROI analysis and programming
- Investment/valuation analyses
- Real property maintenance, cyclic and component renewal planning and execution

Professional Affiliations and Activities

- Counselors of Real Estate (CRE)
- Board Member - American Recreation Coalition
- Greater Boston Real Estate Finance Assn.
- Testified before the Subcommittee on National Parks, Historic Preservation and Recreation, on National Park business practices - July 2005
- Frequent speaker/presenter at meetings of the National Park Service Concession Advisory Board
- Frequent speaker/presenter at National Parks Hospitality Association (NPHA) events on National Park Service Concessions
- Frequent speaker/presenter at American Recreation Coalition (ARC) events
- Guest lecturer at Univ. of Denver, Massachusetts Institute of Technology, Massachusetts Lodging Assn., N.E. Innkeepers Assn., various industry specific conferences.