



Kristie Dickinson

Vice President

Kristie Dickinson has more than 15 years of hotel operations, development and hospitality advisory experience. As Vice President, Ms. Dickinson is responsible for strategic plan development with a focus on sales and marketing effectiveness, market positioning, business segmentation and pricing strategies. Ms. Dickinson oversees special projects including feasibility and financial analyses in support of ROI projects, revenue enhancement initiatives, labor productivity assessments and general market research. Ms. Dickinson is actively engaged on several CHM GS projects in the areas of strategic planning, sales and marketing, lodging operations, private sector hospitality standards and procedures and food and beverage programming. Prior to joining CHM, Ms Dickinson was an associate of two international hospitality consulting firms, completing over 60 combined research assignments for a wide variety of hospitality and recreation land uses, including lodging, food and beverage, campsites, marinas, youth centers, bowling centers and golf courses. She was involved in developing strategic plans for food, beverage and entertainment and lodging studies for the Department of Defense and undertaking product growth strategies for an international hospitality company.

Professional Experience

- CHM: Vice President, Boston, MA
- PwC: Associate, Boston, MA
- Horwath Landauer: Associate, Boston MA
- Doubletree Hotels Corporation: Manager, Development and Franchise Sales, Boston, MA

Areas of Expertise

- Property sales and marketing strategies
- Development/redevelopment consulting and management
- Market and financial feasibility analysis
- Strategic planning
- Highest-and-best-use analyses
- Asset management and monitoring
- Corporate imaging, marketing and public relations

Education and Credentials

- Bachelor of Science in Hotel Administration, University of New Hampshire

Contributing Author

- CHM Quarterly Asset Management Newsletter
- CapEx 2007: A Study of Capital Expenditures in the Hotel Industry
- Hotel Investments Issues & Perspectives, Fourth Edition (*Negotiating the Hotel Management Contract*)
- Hotel Asset Management: Issues & Perspectives, First Edition (*Asset Management's Impact on Value Case Study*)
- Hotel Asset Management: Issues & Perspectives, Second Edition (*Best Practices in Maximizing Food & Beverage Profitability*)