



## **Peter D. Keim, ISHC** **Senior Vice President**

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Mr. Keim brings over 35 years of diverse hospitality industry experience to CHM serving as a Senior Vice President and asset manager. Mr. Keim currently asset manages properties including highly complex resorts with golf and retail components and major commercial hotels, collectively valued at nearly \$1 billion. His primary focus is working collaboratively with property management teams to identify and execute strategies for maximizing asset value. Specifically, Mr. Keim is responsible for the on-going monitoring of hotel operations and performance, chairing monthly owner meetings, highlighting areas for revenue enhancement and cost containment and oversees more than \$35 million in capital project plans currently underway. Mr. Keim is a seasoned hospitality veteran, has taught at several leading educational institutions and has been regularly featured and quoted in major industry publications. Prior to joining CHM, Mr. Keim was a principal in a preeminent hospitality consulting firm where his client responsibilities included the Department of Defense and the National Park Service.

### ***Professional Experience***

- CHM: Senior Vice President, Atlanta, GA
- PKF Consulting: Vice President, Atlanta, GA
- Property Directions, Inc.: President, Naples, FL
- University of New Hampshire: Associate Professor of Hotel Administration, Durham, NH
- Laventhol & Horwath: Senior Principal, Boston, MA  
Manager, Kansas City, MO
- Dorado Beach Hotel: Assistant Manager, Puerto Rico

### ***Education and Credentials***

- Bachelor of Science in Hotel Administration  
Cornell University, Ithaca, NY
- Master of Business Administration  
Drexel University, Philadelphia, PA

### ***Areas of Expertise***

- Asset management and monitoring
- Condominium hotel development consulting
- Negotiation and administration of hotel management contracts
- Operations and financial analysis
- Development and acquisition consulting services
- Business valuations
- Strategic planning and management
- Conference center development and management consulting

### ***Professional Affiliations and Activities***

- International Society of Hospitality Consultants,  
Charter Member
- Cornell Hotel Society, Past President, New England  
and Kansas City Chapters
- Harvard University Graduate School of Design,  
Instructor
- International Centre of Glion, Switzerland, Visiting  
Professor
- Educational Institute, AH&LA, Instructor
- International Institute for Quality and Ethics in  
Service and Tourism, Treasurer