
Liz Wagner, CHSP - **CEO & Founder, Hotel & Hospitality Concepts**

Biography

Liz Wagner is a well-respected hospitality industry professional with over 30 years of customer-focused hotel sales and marketing expertise. Wagner's deep and diverse experience is wide-ranging and represents preeminent hotel brands including Marriott International, Hilton Worldwide, Starwood Hotels and Resorts, as well as various independent properties.

In 1999, Wagner started her journey to being an entrepreneur and founded Hotel & Hospitality Concepts. The multi divisional boutique firm, made its mark in the entertainment industry by handling hotel accommodations for performers while on tour. In addition, HHC offers a meetings division, coordinating meetings, conventions and events. As a consultant, Wagner's client base grew rapidly as she increased the revenues for her client properties, which led to an offer that led to a second corporate career.

Wagner most recently served as Regional Vice President of Sales and Marketing for Pyramid Hotel Group and is responsible for the Southeast and Midwest regions, consisting of 20+ multi-branded properties. Her responsibilities include management of all day-to-day strategic sales/revenue and marketing functions and implementation of successful hotel conversions and transitions in these regions.

Pyramid Hotel Group, based in Boston, manages 100+ properties and over 22,000+ guest rooms, and is ranked third in revenue among Independent hotel management companies.

Wagner's rise to the top began as a front desk clerk in the early 1980's for Marriott International. Her leadership skills quickly propelled her to set her sights on the sales and marketing department, and were chosen for a Marriott pilot program. This groundbreaking program is a staple in the industry today and is known as "Executive Meeting Managers" – she is proud to be among the very first training group.

The rest is history, as Wagner quickly climbed the corporate ladder among the sales ranks marking her mark on many properties ranging from airports, to convention centers, to resorts – plus everything in-between. Upon relocating to Memphis, Wagner's first stint was Director of Sales, which quickly led to a Regional Director position with Bass Hotels and Resorts -- now known as Intercontinental Hotels. In addition to Wagner's various leadership roles within the hotel industry, she fulfilled her entrepreneur side and formed a consulting firm and advised small management companies across the U.S. for over a decade.

Pyramid Hotel Group was one of those new clients with eight properties at the time. She contracted exclusively with them for two years during the company's rapid growth which led to a 12-hotel acquisition – securing her role as Regional Director – and a new home in Atlanta. Wagner's first task was to oversee the transition and \$50 million renovation of the Atlanta Marriott Buckhead in 2006 and received many accolades from Marriott International and achieving the number two spot during her tenure among the hotel's competitive set.

Wagner is a New York City native, earned her degree in Journalism for Mount Vernon College in Washington, DC, and a Certified Hospitality Sales Profession by the American Hotel & Lodging

Association since 1999. She most recently received a Certification in the Strategic Leadership in the Hospitality Industry from Cornell University.

She is remarried, and lives in Atlanta with her husband, and has one adult son and two granddaughters, who reside in Memphis, TN.