

# Dr. Suzanne Anderson

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## Teaching Philosophy

I have two passions in life: higher education and hospitality. I love teaching and I truly believe that all students deserve my time and dedication to their learning. In the classes that I have taught I have learned that all of my students are very different from each other and learn in different ways. It is my job to figure out how to best teach each student and ensure they understand the learning objectives as well as how to apply critical thinking skills to their current and future careers. I use multiple resources when teaching so that students are exposed to multiple viewpoints and not only a text book. For example, I use Ted Talks, journal articles and documentaries like Fyre Festival and Dirty Money. I like to make my classes interactive and fun so that students look forward to coming to class while also practicing soft skills.

## Education

### **DOCTORATE OF BUSINESS ADMINISTRATION | 2017 | ARGOSY UNIVERSITY**

- Concentration: General Management, Additional Focus: Leadership
- Dissertation: Recruitment and retention of millennials in hotel sales
- Ending GPA: 3.96
- Advisory Board Member for two-year term 2010-2012
- Beta Sigma Delta Honors Society

### **MASTERS OF BUSINESS ADMINISTRATION | 2004 | KELLER GRADUATE SCHOOL**

- Concentrations in HR and General Management
- Capstone project: formation and management of a new Bed and Breakfast

### **BACHELOR OF ARTS IN BUSINESS ADMIN | 1999 | FLORIDA SOUTHERN COLLEGE**

- Majored in Hospitality
- Internship with Harris Rosen at the Rosen Center in Orlando- this program was created for me by Mr. Rosen. Mr. Rosen has since donated \$18 million to UCF for the development of the Rosen College of Hospitality and continues to be a top leader in the hospitality industry.
- Participated in summer abroad program at Harlaxton Manner in England
- Member and New Member Leader of Alpha Chi Omega and member of Association of Women's Studies

## Work Experience

### **ASSISTANT PROFESSOR AND PROGRAM MANAGER, HOSPITALITY AND TOURISM STATE COLLEGE OF FLORIDA | 2020-CURRENT**

- Created and developed AS in hospitality and tourism.
- Recruited students from local high schools and grew the program to 48 students in first year.
- Club chair for future healthcare professionals and the trivia competition club, brain bowl.
- Classes taught in person, synchronous zoom and online. Proficient with Canvas learning platform
- Completed online teaching certification and Go-Live certification through SCF

- Classes taught: introduction to hospitality (HFT 1000), the events industry (HFT 2750), lodging operations (HFT 1254), introduction to business (GEB 1000), organizational behavior (MAN 2242) introduction to entrepreneurship (ENT 2000), introduction to marketing (MAR 2011), business presentations and communications (GEB 2210), personal finance (FIN 2100), principles of management and organization (MAN 2021), management and personnel (MAN 2300), and special topics in hospitality and Tourism (HFT 2930).

#### **GUEST LECTURER | SWISS HOTEL MANAGEMENT SCHOOL | 2023-CURRENT**

- Invited to guest lecture for Swiss Hotel Management School in Leysin Switzerland.
- Speaker at their World of Hospitality Event

#### **ADJUNCT PROFESSOR LEVEL II/ CIRICULUM | EVERGLADES UNIVERSITY | 2019-CURRENT**

- Taught both masters and undergraduate programs in person, online and via synchronous zoom
- Developed and co-wrote the hospitality and parks and recreation undergraduate programs.
- Proficient with Blackboard learning platform
- Classes taught: Management of lodging operations (HMG 5251), food and beverage management (HFT 3263), rooms division mng (HMG 2254), front of the house (HFT 2410), leadership skills for managers (MAN 5147), negotiations (COM 2134), operations management (MAN 3504), human resources (MAN 4301 and MAN 5305), team management (MAN 6048), leadership and communications (MAN 5147), project management (MAN 4583 and MAN 6581), current trends in project management (MAN 6588), leading organizational change (MAN 6285), supervision and management (MAN 2345), marketing management (MAR 5158 and MAR 3023) and leadership capstone (MAN 5950).

#### **ADJUNCT PROFESSOR/ CIRICULUM | NATIONAL LOUIS UNIVERSITY | 2019-CURRENT**

- Received adjunct award for Excellence in Service in Engagement
- Assisted in development of new Master of Science in Organizational Leadership program for the Tampa campus and worked with recruitment team to build first cohort.
- Curriculum Development: wrote and taught the first class of our new DBA program, Global Challenges.
- Proficient with D2L learning platform
- Classes taught via Zoom to accommodate students in Chicago and used D2L learning platform
- Masters level classes taught: culture of learning organizations (OBD 550), diversity and inclusion in the organizational culture (OBD 551), organizational effectiveness & development (OBD 533), entrepreneurship (BUS 576), ethics and legal issues (MBA 506)
- Doctorate level classes taught: global challenges (DBA 622), innovation and entrepreneurship (DBA 632), organizational development and change management (DBA 654), and advanced operations management (DBA 628).

#### **ADJUNCT PROFESSOR | SOUTHERN NEW HAMPSHIRE | 2020-CURRENT**

- Adjunct professor for applied masters of business administration program.
- Taught: building better business leaders (MBA 500), leading people and organizations (MBA 530), and leading organizational change (MBA 687).

#### **EVENT STRATEGIST | MARITZ GLOBAL EVENTS (PREVIOUSLY EXPERIENT) | 2019-2023**

- National account manager servicing groups globally

- Sourcing and contract negotiation specialist working primarily with small groups in the transportation, non-profit, and education industry.

### **DIRECTOR OF SPECIAL EVENTS | COUTURE REAL ESTATE | 2019-2021**

- Director of events for premier real estate firm
- Create and implement client and broker delighters
- Development of firm's growth plan, office structure and requirements to join brokerage firm

### **SENIOR MEETING & EVENTS PLANNER| IT WORKS! | 2015-2019**

- Senior Meetings and Events Planner for our Marketing Team:
  - Annual Global Conference: 15,000- 20,000 attendees, contracted Tampa Convention Center and Amalie Arena for this event, 3-million-dollar budget
  - Annual Green Carpet Meetings: 3,500-10,000 attendees. Dallas TX, Grand Rapids MI and Barcelona.
  - Regional meetings across the US for approx. 1,000-3,000 attendees each meeting
  - Incentive Programs: typically, 25-50 attendees for a luxury incentive in Europe and South America
    - Annual DASH program: incentive for top 100 producers and their guests
    - Large Incentive: Chartered NCL Escape for 4,500 passengers
- Core Duties:
  - Communication: to field about events, to staff about event responsibilities and VIP about agendas
  - Event Staffing: assigning and education of onsite staff for their event roles and responsibilities, staff housing, transportation, meals and per diems
  - Site Selection: research of cities and venues for each event, prepared RFP's, reviewed and analyzed proposals and presented concepts to executive leadership team
  - Legal / Accounting: forecasting, budgeting, contracts, event insurance and permitting
  - Logistics: temp staffing, volunteer staffing, attendee housing, attendee F&B, VIP logistics, security, transportation, multiple language interpretation, and smaller events through the week
  - Vendors: building and maintaining relationships with vendors as well as contract negotiations such as Norwegian Cruise Line, Amalie Arena, and HelmsBriscoe.
- Graduated from Dale Carnegie Leadership Program for It Works! Fall of 2017

### **REMOTE SALES MANAGER | STREAMSONG RESORT | 2014-2015**

- Property managed by Interstate Hotels
- Deployed to the corporate and SMERF markets with concentrations on healthcare and pharma
- Trained new sales and catering staff on property features and how to host site inspections

### **AREA DIRECTOR OF CORPORATE GROUPS | OPL HOTELS | 2013-2014**

- Properties managed by Ocean Properties/ OPL Hotels
- Training and mentorship to corporate sales managers and creation of marketing materials
- Sold six properties in Sarasota, Longboat Key and Naples: Longboat Key Club, Lido Beach Resort, Hilton on Longboat Key, Holiday Inn Lido Beach, Sandcastle Resort at Lido Beach, and Edgewater Beach Hotel

### **SALES MANAGER | HYATT HOTELS | 1999-2013**

- Hyatt's of Washington, 2012-2013 Sales Department

- Sales Manager: selling both Hyatt Regency Washington and the Grand Hyatt Washington with a combined 1700 rooms and 80,000 square foot of meeting space. Successfully negotiated and closed Microsoft Citywide contract, the largest citywide contract for our property
- **Hyatt Regency Sarasota, 2005-2012 Accounting, Catering and Sales Departments**
  - Sales Manager: deployed to all mid-Atlantic corporate groups as well as all sports, government and religious markets
    - Received Manager of the Year 2009 and participated in Corporate Task Force
    - Completed training programs: G-Simm, V-Simm (beta test group), Revenue 360, PSS, and PSN
    - Participated in numerous Tradeshows and Expositions throughout sales career with Hyatt
  - Catering Manager: responsible for events in the social and local corporate markets
    - Planned weddings and corporate events for up to 100 guests
    - Hosted Weddings of Sarasota Bridal Expo and hosted booths numerous years
    - Recipient of Catering Team of the Year from our Corporate Office
    - Co-wrote property's core menus and created custom menu proposals and marketing materials
  - Credit Manager: facilitated direct bill, collections, all group billings, account reconciliation and managing paymaster and accounts payable clerk. Active member of HFTP and volunteer for their fundraisers and managed accounting staff.
- **Hyatt Regency Grand Cypress, 1999-2005 Accounting Department**
  - Group Billing Coordinator: prepared billing for group accounts and ensured prompt payments.
  - Accounts Receivable Clerk / City Ledger: reconciled and processed statements.
  - Executive Secretary / Accounts Payable Assistant: Executive secretary for the controller and accounts payable agent as well as maintained all hotel contracts.
  - Child Care Attendant: worked at Day Care Center on property and ran large group kid's programs

## Leadership / Hospitality Experience

- Active member of hospitality groups: Florida Restaurant and Lodging Association, Women in Tourism, and the Bradenton- Sarasota Hotel Committee, Meeting Planners International where I attended regional and world educational congress and in 2018 invited to attend as a hosted planner for MPI SEC and Smart Meetings Fort Lauderdale and Scottsdale Conferences
- Finalist for Young Professional of the Year in 2008 for Sarasota Chamber of Commerce
- Board position with Sarasota Area Sports Alliance in their first year of operation with the City
- Leadership, Volunteer Chair and Member at Large for Sarasota's Young Professionals Group
- Volunteer for Big Brother Big Sisters, Safe Children Coalition and Past Event Chair for Make a Wish, Junior League of Sarasota past New Member Leader and Holiday Expo Co-Chair
- Quoted in Smart Meetings Magazine for my advice on creative ways to accommodate dietary restrictions, <http://pubs.royle.com/publication/frame.php?i=491597&p=&pn=&ver=html5&pre=1>
- Hosted Meeting planner at NCL's inaugural cruise for the Bliss June 2018
- Featured in SRQ Magazine for Volunteerism in 2008
- Front Desk Agent and Reservationist at the Grand Hotel on Mackinac Island, Michigan
- General Assistant at Farleyer House Hotel in Aberfeldy Scotland. Duties included front desk, reservations, bell services, housekeeping and room service
- Proficient with hotel operating systems: Envision, Opera, PMS, Passkey
- Other computer proficiencies: Word, Excel, Power Point, OneNote, Teams, Outlook, Skype, and Zoom.