



deployment
+ change integration

Franchise Account Overview/ *Marriott Select Brands*



MARRIOTT INTERNATIONAL SELECT BRANDS

COURTYARD®

SPRINGHILL
SUITES®

FOUR
POINTS

FAIRFIELD
INN & SUITES®

Residence
Inn®

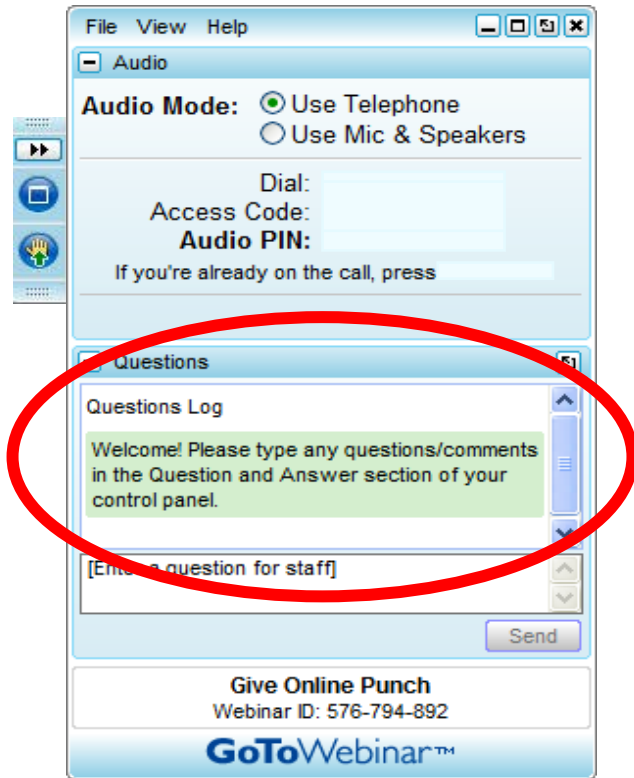
TOWNEPLACE
— SUITES® —



aloft

moxy
HOTELS

HOUSEKEEPING



Phones:

- Your phones will remain in “listen only” mode

Questions or Comments Today:

- Send via the questions box at any point during the session
- We will leave time at the end to answer the questions we receive
- These slides will be available on The Platform (led by Monday's Change Champion email)



Your *Hosts*



Joe Carrillo

VP, Marriott Select Brands
Franchising Operations



Adam Sherer

VP, Marriott Select Brands
Brand Franchising



Maria Himebaugh

VP, Sales, Marketing & Revenue
Management (SMR) Franchising



Sarah Downing

VP, Marriott Select Brands
Franchise Account Management

“Today's Agenda

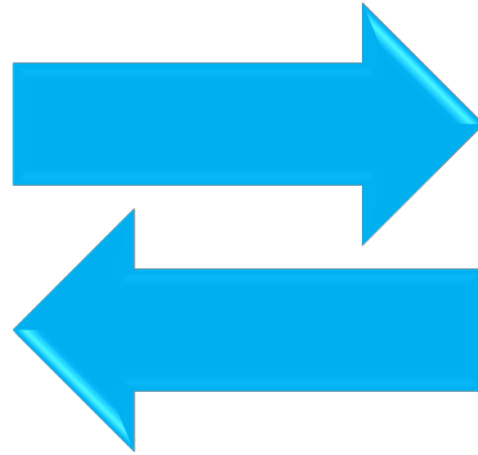


- ☐ Overview of Owner & Franchise Services Account Management Strategy
- ☐ Organization Structure
- ☐ How to Get Information / Staying Current
- ☐ Questions and Answers

Marriott Account Management *Philosophy*

Our Role

Deliver tools, resources,
systems, brands and
standards
that work.



Your Role

Use resources to
run great hotels.



Owner and Franchise Services *Strategy & Objectives*



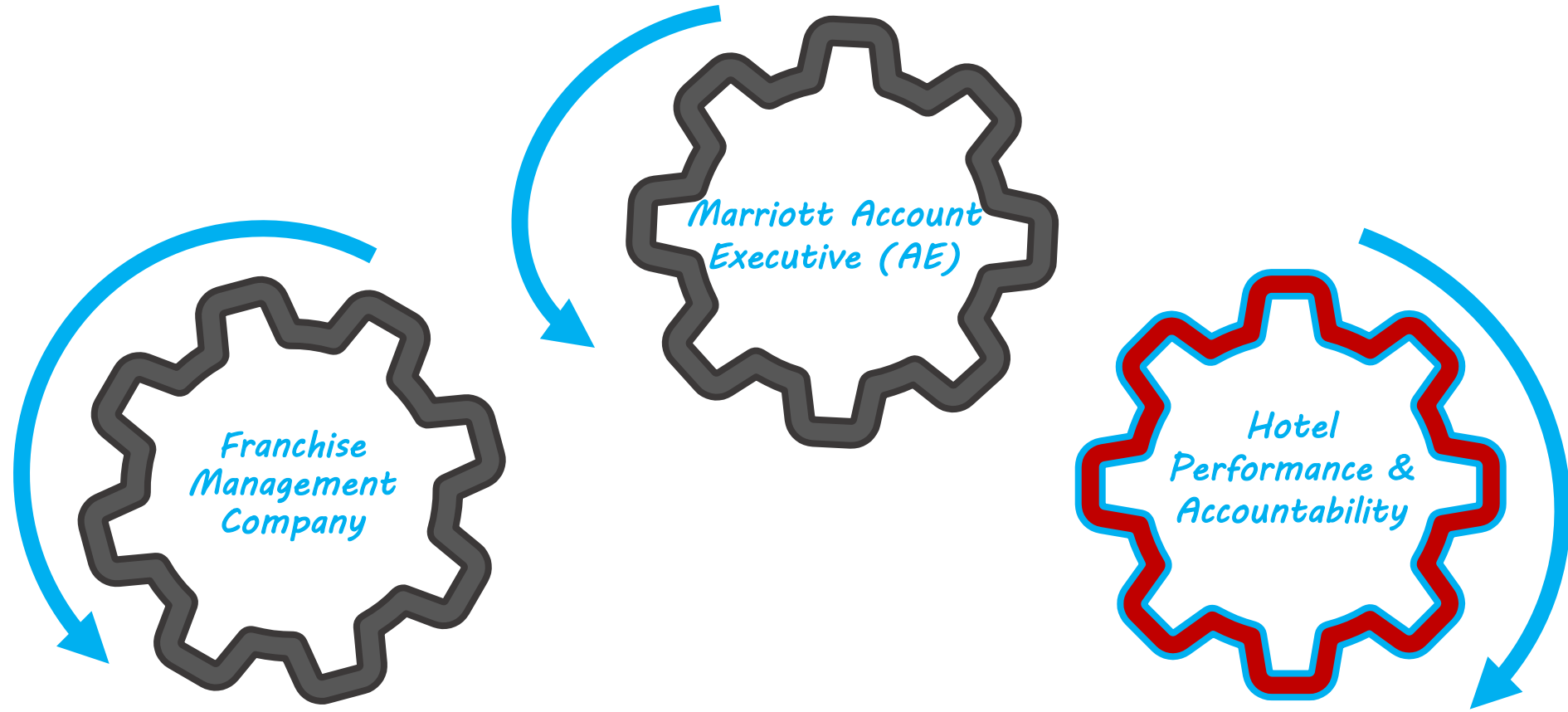
Drive excellent returns for owners and franchisees and deliver value and exceptional on-strategy growth for Marriott International

Objectives

- ❑ Build *strong relationships* with owner and franchise principals and above-property teams
- ❑ Demonstrate how our tools, processes and standards are mutually beneficial to *drive performance for you and Marriott's brands*
- ❑ Act in a manner that is *transparent* in terms of business decisions, being direct and honest
- ❑ *Represent* Owners and Franchisees within Marriott
- ❑ Display a *sense of urgency* for resolution
- ❑ Drive *alignment* with Owners and Franchisees to support business objectives and brand integrity



Account Management *at Marriott*



Work with principals and above-property leaders where financing and strategic decisions get made to ...

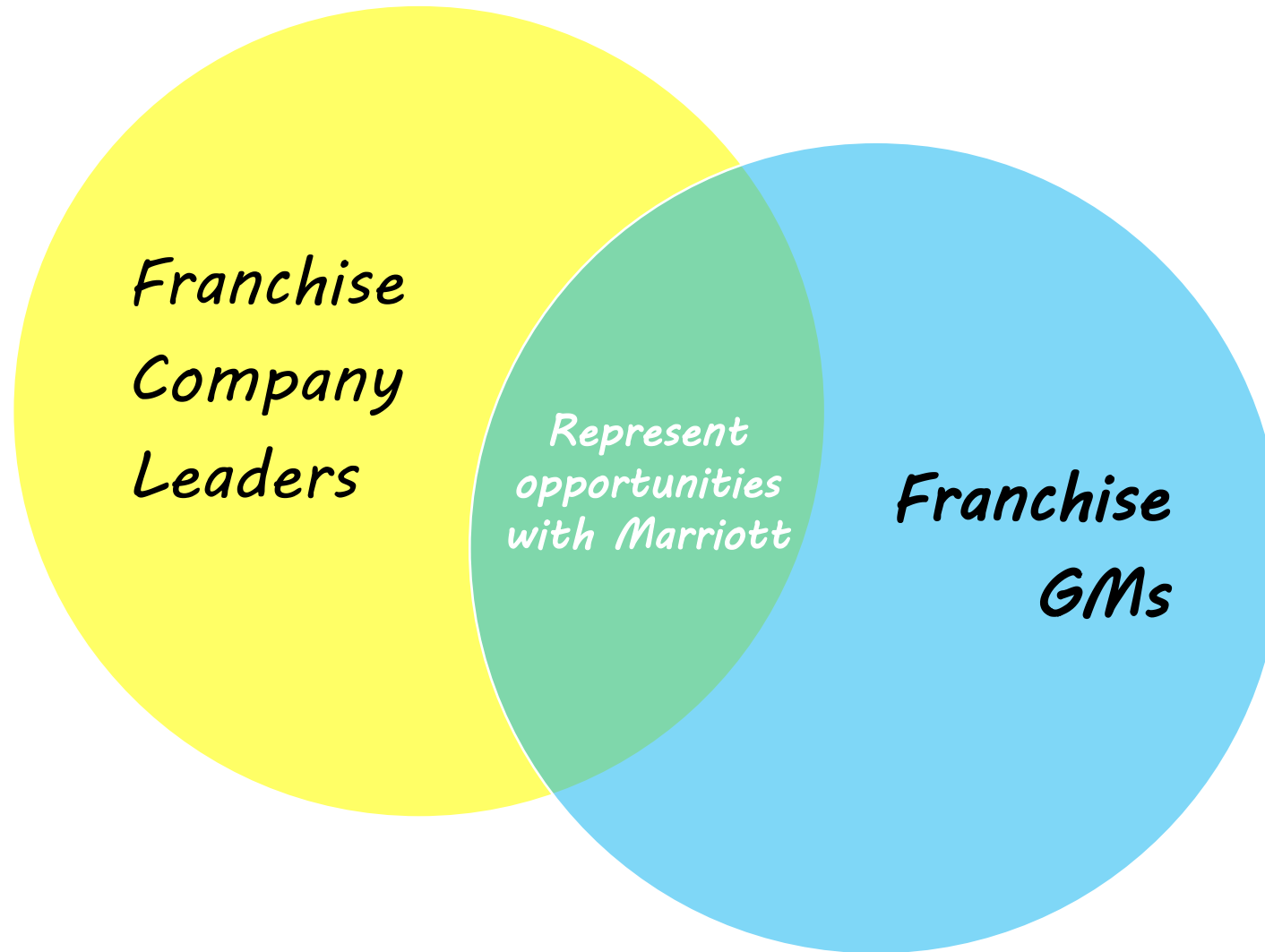
Influence hotel performance and ...
Hold hotels (through companies) accountable.



How We *Work with You*



- Serve as **primary contact** for franchise company
- Educate on **resources**, standards and tools
- **Manage accountability** process; negotiate contracts
- Drive engagement via **advisory councils**
- Participate in market meetings & conferences (2017 CONNECT Owners Conference)



- Support hotel communication platform to **deploy initiatives** (Game Plans & Land-It)
- **Tier 2** support on Marriott's standards, initiatives
- Meeting at events (2017 GM Conferences (Mar in New Orleans))



What We Don't Do *Your Responsibility*



Engage in the Management or Operation of any Aspect
of a Franchisee's Hotel or Business Operations

Manage or Direct the Work of Hotels or Above-property Teams

Train Hotels (and to some extent, the franchise management company)

Inspect Hotels for Compliance, Operational Performance, Sales Execution



Experienced Leaders Around The Globe



J.W. Marriott, Jr.
Executive Chairman and
Chairman of the Board



David J. Grissen
Group President



Liam Brown
President, Franchising, Owner Services and
MxM Select Brands, North America



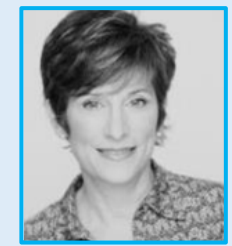
Kip Vreeland
Senior Vice President, Full
Service Franchising



Joe Carrillo
Vice President, MSB Franchise
Operations Team Lead



Adam Sherer
Vice President, MSB Franchise
Brands



Roz Winegrad
Area Vice President, Owner &
Franchise Services Canada



Arne M. Sorenson
President and Chief
Executive Officer



MSB Franchising *Leadership Team*



✓ Discipline Strategy
& Initiative Mgmt.



Adam Sherer
VP, Marriott Select Brands
Brand Franchising

✓ Brand Engagement
✓ Franchise Forums



Jennie Benzon
VP, AC, Aloft, Element & Moxy
Franchising



Laurie McGarry, Director,
MSB Franchising



New Hire
Manager, MSB
Franchising



Phil Borkowski
VP, Courtyard, Fairfield, Four Points
& SpringHill Suites Franchising



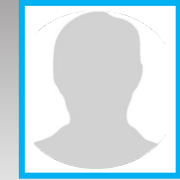
Loren Nalewanski
Senior Director, Franchise
Ops



Cheryl Winn
Senior Manager, MSB
Franchising



Pat Willenborg
VP, Residence Inn & TownePlace Suites
Franchising



New Hire
Manager, MSB
Franchising



MSB Franchising Operations *Leadership Team*



- ✓ Portfolio Execution & Performance
 - ✓ Account Management
- ✓ Business & Transactional Support



Joe Carrillo
VP, Marriott Select Brands
Franchising Operations



Kim Briglia

- ✓ Owner & Operator Approval
- ✓ Executive Excellence Program
- ✓ Mgmt Company Training

Western Region



Suzann Dawe



Sarah Downing



Alvaro Fraile



Cris Johnson



Beth Korsos



John Lapeire



Norm Long



Teri Waite

Franchise Initiatives



Roy Beaumont

Executive Excellence



Chris Brink



Sharon Agar



Nancy Wooten

Eastern Region



Glenn Lewis



Anastasia Callahan



Ken Capone



Shelly Faraj



Alicia Burke



Russell Friedman



Amie Gareissen



Carly Barnes



MSB SMR (Sales, Marketing, Revenue Management) *Franchising*



MSB Participating in Centralized Revenue Management Services

NO CHANGE: Continue working directly with your property Revenue Manager for support

MSB NOT Participating in Centralized Revenue Management Services

Direct any questions or requests for support to Our SMR Support Box (Below)

MSB Participating in Field Marketing

NO CHANGE: Continue working directly with your Field Marketing Manager for support

MSB NOT Participating in Field Marketing

For Marketing assistance, contact [Jamie Foley](mailto:jamie.foley@starwoodhotels.com).
(jamie.foley@starwoodhotels.com)

MSB Sales Support

Consult The Bridge for Sales FAQs/ general information
SMR Support Box (Below)

www.msbsmrsupport.com



MSB SMR Franchise *Services Team*



Maria Himebaugh
VP, Sales, Marketing & Revenue Management
(SMR) Franchising

Americas / All Brands



Ricardo Echeverri
SD, SMR Franchise
Support CALA



Ryan Eddy
SD, SMR Franchise
Support Marketing



Erin Wade
SD, SMR Franchise
Support Canada



Jonathan Kirkpatrick
Sr. Manager, MSB Franchise
Revenue Management
Analytics Support



Shannon Goode
Manager, MSB Franchise
Revenue Management
Analytics Support

U.S. / Marriott Select Brands (MSB)



Mike Bellman
Sr. Manager, MSB Revenue
Management Franchise Support



Megan Melton
Manager, MSB Revenue
Management Franchise Support



Jodie Wilson
Manager, MSB Revenue
Management Franchise Support



Shameka Urquhart
Manager, MSB Revenue
Management Franchise Support

U.S. / Full Service



Kirby Smith
VP, FS SMR
Franchise Support



Jason Anderson
Sr. Dir., FS SMR
Franchise Support



Heidi Day
Sr. Dir., FS SMR
Franchise Support



John Dechart
Sr. Dir., FS SMR
Franchise Support



Leslie Duncan
Sr. Dir., FS SMR
Franchise Support



Andrew Sliben
Sr. Dir., FS SMR
Franchise Support

How to Get Information *Staying Current*

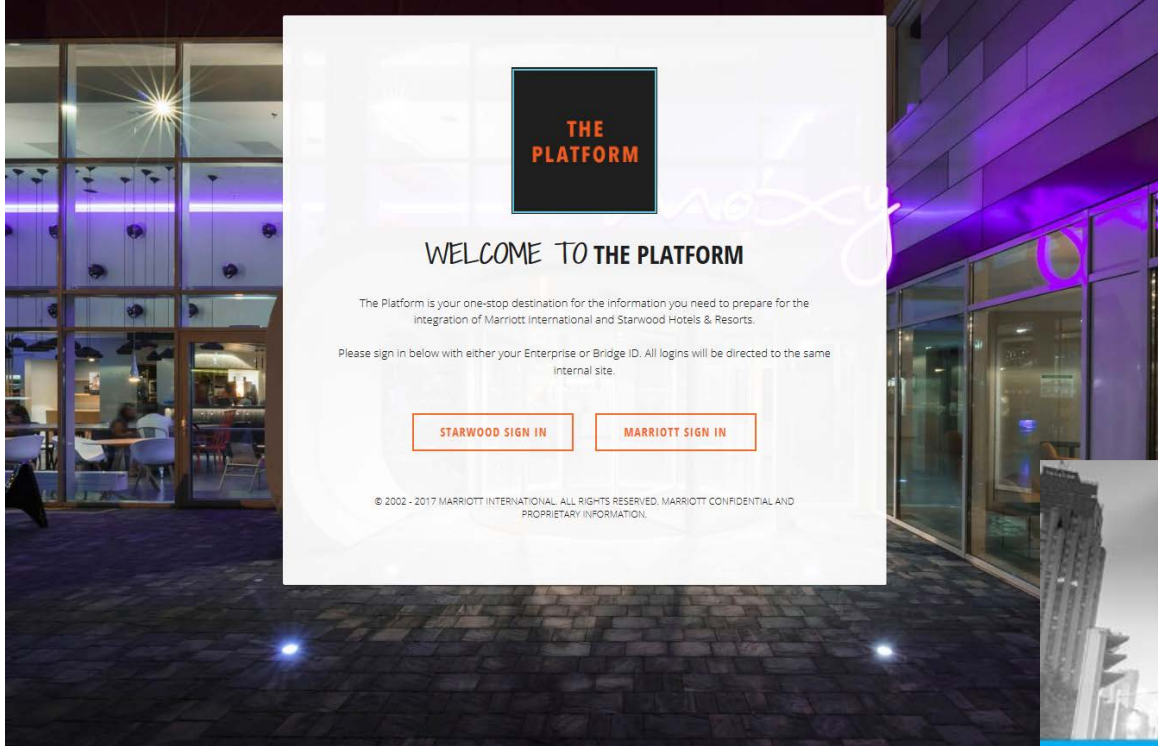
Item	2016 (Pre-Integration)	2017 (Post-Integration)
Marriott System Access	NB&T/Michelle Siskey/DBO	Enterprise ID (mid-year EID – info to follow)
General Sources of Information/Answers to Questions	<ol style="list-style-type: none"> 1. DBO/Cross Functional Team 2. The Bridge 3. Your (Management) Company 	<ol style="list-style-type: none"> 1. Ask.Ops@marriott.com 2. Bridge/Platform (eventually MGS; Marriott Global Source) 3. The Week Ahead email (eventually The Check In) 4. Your (Management) Company
Initiative Execution/Operations	<ol style="list-style-type: none"> 1. Global Brand Team/DBO 2. The Bridge 3. Annual Brand Guidelines 	<ol style="list-style-type: none"> 1. Quarterly Brand Game Plans 2. Land-It (Implementation & Initiative Tracking Tool) 3. Annual Brand Operating Budget Guidelines
Quality Assurance	<ol style="list-style-type: none"> 1. GEI 2. StarQA 3. The Bridge 4. DBO/Brand 	<ol style="list-style-type: none"> 1. guestVoice: guestVoice@marriott.com 2. Quality Assurance/Standards: qa@marriott.com <ul style="list-style-type: none"> • Aloft/4P: July self audits/Aug-Dec practice audits • Element: Jan 2018 • Note: <i>No Brand Standard Waivers & Variances in 2017</i> 3. MGS (mid-year) 4. Operations: ask.ops@marriott.com

How to Get Information *Staying Current*

<i>Item</i>	<i>2016 (Pre-Integration)</i>	<i>2017 (Post-Integration)</i>
Sales, Marketing & Revenue Management	Area Directors of: 1. CRMS (Revenue Management) 2. Field Marketing Manager 3. Sales/Cross Functional Team	1. No Change (participating hotels) 2. No Change (participating hotels) 3. Hotel-related: (Your) Management Company Brand/MI approach: www.msbsmrsupport.com
Performance Reporting	Key Measurement Reports	(Your) Management Company/hotel will need to pull their own data (i.e. guestVoice, LQA)
Training	DBO/Will McKnight	The Bridge/Development Center (eventually Marriott Global Source)



Where to *Find Materials*



- *Account Executive List*
- *Franchise Account Overview /MSB Presentations*



Franchise Account Overview/ *Marriott Select Brands*





deploy

APPENDIX



Account Executive Assignments



Management Company	Marriott Select Brands Franchise Account Executive
A2Z Hospitality	Shelly Faraj
Aimbridge Hospitality	Beth Korsos
Azul Hospitality Group	Alvaro Fraile
Baymeadows Lodging / Development	Carly Barnes
BBL Hospitality	Russell Friedman
Bentel Corporation	Carly Barnes
Bernstein Companies (The)	Russell Friedman
Bissell Hotels, Inc.	Anastasia Callahan
Boast Hotel Management	Russell Friedman
Brickhugger, LLC	Norm Long
Brighton Management, LLC	Alvaro Fraile
Cimarron Hospitality Management Corporation	Beth Korsos
Clement Chen and Associates	Suzann Dawe
Cocoa Beach Surf Company	Carly Barnes
Crescent Hotels & Resorts	Russell Friedman



Account Executive Assignments



Management Company	Marriott Select Brands Franchise Account Executive
CRM Companies	Amie Gareissen
Darpan Management, Inc.	Shelly Faraj
Davidson and Jones	Anastasia Callahan
Delco Development	Russell Friedman
Destination Hotels	Sarah Downing
Driftwood Hospitality Management	Shelly Faraj
Drury Southwest, Inc.	Norm Long
Evolution Hospitality	Alvaro Fraile
Exit Realty Synergy	Carly Barnes
Factory Mutual Insurance Company	Ken Capone
Fairhope Hospitality	Amie Gareissen
Fusion Hospitality	Shelly Faraj
G B Commercial (Gurmukh Gosal)	Suzann Dawe
Gangl Hospitality	Suzann Dawe
Gateway Lodges	John Lapeire



Account Executive Assignments



Management Company	Marriott Select Brands Franchise Account Executive
Giri Hotel Management	Russell Friedman
Glacier House Hotels	Alvaro Fraile
Great Palace	Ken Capone
Hawkeye Hotels	John Lapeire
Heritage Hospitality Management, Inc.	Anastasia Callahan
HMB Management, Inc.	Ken Capone
Hospman LLC	Alvaro Fraile
Hotel Equities	Glenn Lewis
Hotel Managers Group	Alvaro Fraile
HRI Properties	Norm Long
Hulsing Hotels	Anastasia Callahan
InterMountain Management, L.L.C.	Beth Korsos
Interstate Hotels and Resorts	Russell Friedman
Island Hospitality Management	Glenn Lewis
Jamsan Hotel Management, Inc.	Russell Friedman



Account Executive Assignments



Management Company	Marriott Select Brands Franchise Account Executive
Jara Enterprises, Inc.	Suzann Dawe
Khanna Enterprises	Suzann Dawe
Las Brisas Hotel Group	Suzann Dawe
Linchris	Russell Friedman
Lixi Group	Roz Winegrad
Lodgco Management	John Lapeire
LodgeWorks	Norm Long
Lodgic Hospitality	Beth Korsos
LTD Management	Russell Friedman
LTS Hospitality Management	Amie Gareissen
Magna Hospitality Group, L.C.	Russell Friedman
Manga Hotels	Roz Winegrad
Marshall Hotels & Resorts, Inc.	Russell Friedman
Maximum Hospitality, LLC	Amie Gareissen
McKibbon Hotel Management, Inc.	Glenn Lewis



Account Executive Assignments



Management Company	Marriott Select Brands Franchise Account Executive
Merani Holdings	Ken Capone
Merritt Hospitality	Ken Capone
Midas Hospitality, LLC	Suzann Dawe
Mid-Beach Trust	Carly Barnes
Morgan Enterprise (Meimei Fu)	Anastasia Callahan
Musselman Hotels	Suzann Dawe
NAB Hospitality, LLC	Anastasia Callahan
Narsi Development	Anastasia Callahan
New Castle Hotels, LLC	Ken Capone
Northview Hotel Group	Ken Capone
Ocean Properties	Ken Capone
OHM Hotels Management Inc.	Russell Friedman
OTO Development, LLC	Ken Capone
Paces Lodging Corporation	Suzann Dawe
Pacifica Companies	Cris Johnson



Account Executive Assignments



Management Company	Marriott Select Brands Franchise Account Executive
Packard Hospitality Group, LLC	Alvaro Fraile
Palms Hospitality Management	Shelly Faraj
Parks Hospitality Group	Anastasia Callahan
Peachtree Hotel Group, LLC	Shelly Faraj
PFHC Inc.	Suzann Dawe
Pharos Hospitality	Shelly Faraj
Pillar Hotels and Resorts	Cris Johnson
Pinnacle Hotels USA	Alvaro Fraile
Pollin Miller Hospitality Strategies	Anastasia Callahan
Praas	Ken Capone
Premier Hotel Management	Alvaro Fraile
Presidian	Norm Long
Prominence Hospitality	John Lapeire
Providence Hospitality Partners	Beth Korsos
Pyramid Advisors, LLC	Ken Capone



Account Executive Assignments



Management Company	Marriott Select Brands Franchise Account Executive
Quorum Hotels & Resorts	Norm Long
Real Hospitality Group	Russell Friedman
Reliance Hospitality	Alvaro Fraile
RIM Corporation	Russell Friedman
S & L Hospitality, LLC	John Lapeire
Sava Group	Beth Korsos
Sethi Management	Alvaro Fraile
Shamin Hotels	Ken Capone
Sherman Associates (George Sherman)	Sarah Downing
Shivam Property Management	Shelly Faraj
Showcase Development	Norm Long
Silverwest Hotel	Norm Long
Springfield Corporation	Norm Long
SREE Hotels, LLC	Russell Friedman



Account Executive Assignments



Management Company	Marriott Select Brands Franchise Account Executive
SSN Hotel Management	Russell Friedman
Stonebridge Companies	Beth Korsos
Surfside Resort	Anastasia Callahan
Thames, LLC	Suzann Dawe
Trans Inns Management	John Lapeire
Triyar Hospitality	Alvaro Fraile
Twin Tier Hospitality	Anastasia Callahan
Union Leasing Company	Sarah Downing
Valencia Hotel Group	Beth Korsos
Vista Management	Norm Long
Waterton Hospitality	John Lapeire
White Lodging Services Corp.	John Lapeire
Wright Investment Properties	Amie Gareissen
Yedla Management Company	Shelly Faraj
Z. L. C., Inc.	John Lapeire