

# Delta Squared Performance Improvement Ltd.



## Company Background

[www.delta2rd.com](http://www.delta2rd.com)

Delta Squared is a specialist hospitality, travel and leisure consultancy based in Maidenhead, close to London. Our client base includes major international hotel chains; medium and small hotel companies; tour operators; on-line travel providers and other travel industry organisations.

### Recent and current clients include:

Accor	Marketing Birmingham
Best Western Hotels	Millennium Hotels and Resorts
Carlson Wagonlit Travel	myhotels
Choice Hotels Europe	Nexus World Services
Condor Ferries	One&Only Resorts
easyHotels	Siblu Holiday Parks
Expedia	Superbreak
International Golf Resort Management	Travelodge
InterContinental Hotels Group	Virgin Hotels
Kings Park Capital	3i Group plc

We work solely in the hotel, leisure and travel sector, and we know it inside out; in almost all parts of the world.

Specialising in sales, marketing and information technology assignments we are also acknowledged within the industry as an authority on distribution, revenue and sales systems. We are experts in sales & marketing strategy, sales management as well as revenue generation and business planning.

We have expertise in call-centre management and the deployment of interactive voice recognition technologies to support reservations and customer service centres.

Delta Squared also assists in choosing operating management companies to manage portfolios. We help asset managers make the right choice and we monitor performance.

As part of the Worldwide Resource LLC group of hospitality companies we have direct access to additional expertise in complementary business areas and are therefore able to offer fully integrated business solutions. [www.WorldwideResource.com](http://www.WorldwideResource.com)

### Senior management team

Delta Squared has extensive knowledge and experience in the hotel, leisure and travel industry - meet the team:

#### Mike Jones - managing director

Mike was vice-president of global distribution for Hilton International and has held similar positions with InterContinental and the Forte Group. He has been responsible for implementing reservations and distribution technology systems in companies all over the world.

A regular speaker at industry conferences and seminars on travel distribution, Mike is honorary treasurer of the Tourism Society. He is also a non-executive director of two hospitality companies.

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## **Simon Roberts - director**

Simon was vice-president customer interface at Andbook Online Ltd and director of marketing information at InterContinental Hotels. He has also held sales roles at Grand Metropolitan plc.

He specialises in sales & marketing technology and has particular experience in online booking systems. He is responsible for the development and project management of the Delta Squared Sales Optimiser ® and Revenue Optimiser ® systems.

He is also a director of Hotel Solutions Online Ltd and a member of the Institute of Directors, Chartered Management Institute and Hotel Marketing Association.

## **Roger Plumpton - director**

Roger has over 20 years' experience in sales, customer relationship management and revenue generation for the hotel and leisure industries. He has an enviable success record and has held senior management positions at InterContinental Hotels and Easisolutions plc (a company providing communications and internet technologies to the hotel industry world-wide).

He is also director of Hospitality Marketing Services, a professional sales company that handles UK and European sales for some of the world's best known hotel and leisure companies.

Roger is a sales and revenue generating specialist with an exceptional range of skills in sales planning and development, customer relationship and revenue maximisation.

## **Mac Smith - leading IT associate and managing director of 'Hospitality Project People'**

Mac is an IT professional who has held several senior positions with international travel industry companies. These include head of IT for Avis Europe and Hilton International. Most recently he led major IT projects for several internationally renowned hotel companies. He also has substantial experience with vendor contract and service agreement negotiation in the UK and USA.

## **Hilary Freeman - front office and revenue management associate**

Hilary has over 25 years' experience in the hospitality industry. She has worked in front office, reservations, distribution, sales and revenue management for several national and international hotel groups. Recent projects include:

- Property Management System (PMS) and Central Reservations System (CRS) selection and implementation
- pricing and distribution strategy formulation
- revenue development training and management



## **John Greenwood - director, call centres and telecoms**

A call centre specialist, John has held a number of senior positions within the UK outsourcing industry over the past 15 years. He has delivered more than 300 projects to clients in the UK and overseas in hotel, leisure and other major industry sectors.

Key assignments have included setting up the UK National Lottery for Camelot and multilingual customer service centres for Microsoft and Sony.

A regular conference speaker, John sits on the employers' board of e-Skills, the Sector Skills Council for IT, Telecoms and Call Centres.

## **Sharon Hales – Senior Business Analyst**

Sharon has 19 years experience within the hospitality industry delivering a high quality of service in both Operations and Technology.

Her key strength areas include: project design and delivery strategy through web based and Instructor led courses, delivering growth and operational excellence, with appropriate use of technology to support business objectives.

Sharon has proven experience in relationship building with colleagues, suppliers and customers, providing technical solutions, project and change management including efficiency and profitability initiatives.

She has worked for a number of well known properties within the former Forte and Le Meridien portfolio and worked in a variety of roles for Micros Fidelio, the world's leading developer of enterprise applications serving the hospitality and specialty retail industries

## **Keith Bryant - director, revenue and distribution**

Keith has a masters' degree in Business Administration and over 30 years' experience in the hospitality industry. He has implemented revenue management as well as business information systems and processes for major international hotel chains including Forte, InterContinental and latterly, Hilton International hotels.

Other major assignments include:

- Program management of country specific websites for the Scandic and Hilton International hotels.
- Design and implementation of a company-wide process to distribute information on room rates, description and availability to the multitude of online booking systems.
- Creation and deployment of a world-wide education programme for 500 senior managers on the dynamics of distribution and e-commerce.

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## Elizabeth Dunphy – Senior Business Analyst

On graduating in 1994 from the Dublin College of Catering with a Diploma in Hotel Management and Business Studies, Elizabeth spent 5 years working in Front Desk operations for Thistle Hotels in London. She then joined Jury's Hotels in Dublin as Front Office Systems Manager responsible for the rollout of Fidelio Property Management System, Sales and Catering and Micros POS across the Irish and UK portfolio. In 2001, Elizabeth spent a year with Munich based Serenata Intraware as a Product Manager before moving into consultancy. Elizabeth has spent the last 6 years working closely with Hilton Hotels on numerous projects but specifically on development of two generations of their global website distribution platform.

## Peter Scott – senior IT associate

A chartered member of the British Computer Society, Peter is a senior consultant and project specialist. He has an extensive project management background together with over 18 years in the leisure industry managing and delivering hospitality systems.

Before launching his own company in 1999, Peter was IT director of Hilton International and before that held the same position with P&O Cruises. Since 1999, he has provided a consultancy service for a number of UK and international hotel chains. He has also managed their IT and telecom selection and implementations.

Peter specializes in system selection and implementation of telecom, mobile communication, infrastructure and guest facing technology systems.

## Gilbert Archdale FTS

Gilbert has a degree in Land Economy and many years' consulting experience in public and private sector tourism. He has also held senior management positions with the BTA. Recent work includes a review of the e-commerce and distribution strategy of Marketing Birmingham, and a review for the Cyprus tourism organization's 10 year strategic plan.

He has particular expertise in tourist board and public sector distribution issues. An e-commerce analyst with an impressive track record, Gilbert has pioneered several initiatives in the UK and abroad. He is currently closely involved in looking at the effectiveness and use of destination management systems by the public sector.

Gilbert owns and runs a successful five star graded self-catering property in Dorset. He is a commercial member of South West Tourism and served for many years on the committee of the Shaftesbury and District Tourism Association.

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