

Geoffrey A. Baekey, CRE **Senior Vice President**

Mr. Baekey brings over 20 years of experience supporting his current role as Senior Vice President at CHM. He has a diverse base of experience with both private and public sector hospitality assets. In his role as a senior asset manager, Mr. Baekey is responsible for monitoring asset performance, conducting property reviews, identifying opportunities to enhance value through revenue enhancement, cost containment and asset repositioning and/or re-development. Mr. Baekey has extensive experience in commercial and resort lodging, recreation, and food and beverage strategic planning, asset management, business development, and operational analysis. For the past seven years, he has served as the principal point-of-contact for the Director of National Park Service Concessions and Senior Project Manager in spearheading the redesign of key business processes for the National Park Service Concession Program (NPSCP) where he was responsible for enhancing returns in excess of 100%.

Professional Experience

- Capital Hotel Management: Senior Vice President, Boston, MA
- PricewaterhouseCoopers: Director, Boston, MA
- Horwath Landauer: Managing Director, Boston, MA
- Hospitality Consulting Inc.: Principal, Boston, MA
- Laventhal & Horwath: Manager, Boston, MA
- Associated Inns and Restaurant Company of America: Denver, CO
 - Sheraton Denver Tech Center - Various positions
 - Radisson Denver Tech Center - Various positions

Education and Credentials

- Bachelor of Science in Hotel, Restaurant and Tourism Management, Denver University

Areas of Expertise

- Strategic planning
- Capital planning oversight and execution
- Hotel and restaurant brand and management company selection
- Hotel market positioning/repositioning, analysis, advice and execution
- Acquisition, development and disposition advisory services
- Redevelopment and repositioning analysis services
- ROI analysis and programming
- Investment/valuation analyses
- Real property maintenance, cyclic and component renewal planning and execution

Professional Affiliations and Activities

- Counselors of Real Estate (CRE)
- Board Member - American Recreation Coalition
- Greater Boston Real Estate Finance Assn.
- Testified before the Subcommittee on National Parks, Historic Preservation and Recreation, on National Park business practices - July 2005
- Frequent speaker/presenter at meetings of the National Park Service Concession Advisory Board
- Frequent speaker/presenter at National Parks Hospitality Association (NPHA) events on National Park Service Concessions
- Frequent speaker/presenter at American Recreation Coalition (ARC) events
- Guest lecturer at Univ. of Denver, Massachusetts Institute of Technology, Massachusetts Lodging Assn., N.E. Innkeepers Assn., various industry specific conferences.