

Michael Rudd

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PROFESSIONAL SUMMARY

Dynamic senior leader with 15+ years of escalating responsibility across sales, marketing, operations, HR, and financial management. Consistent record of exceeding revenue targets, including \$600K year-over-year revenue growth, 40% profit margin improvement, and 35% overperformance on quarterly sales quotas, while building high-performing teams and scalable operational systems. Skilled at translating market intelligence into executable strategies, managing multi-unit P&L, and cultivating enterprise client relationships that generate long-term loyalty. Holds active Real Estate, Insurance Producer, and Life & Health licenses.

KEY ACHIEVEMENTS

- Generated \$600K year-over-year revenue increase and improved profit margins by 40% at IHG Hotels through strategic marketing and negotiation.
- Exceeded quarterly sales targets by 35% and drove a 16% revenue increase as Area Sales Director through CRM-driven pipeline management.
- Achieved top-50 guest satisfaction ranking out of 632 hotels nationally at Extended Stay America, adding \$300K in annual revenue.
- Expanded market penetration by 10% at Kinseth Hospitality through strategic sales initiatives and optimized territory management.
- Built HR infrastructure for 500+ associates including SOPs, E-Verify compliance, performance management, and full-cycle recruiting.

PROFESSIONAL EXPERIENCE

Area Sales Director

Mar 2024 - Present

Lotus Hospitality | Overland Park, KS

- Developed and executed multi-channel marketing plans that delivered a 16% revenue increase and 35% overperformance on quarterly targets.
- Oversaw sales across a multi-property portfolio spanning Overland Park, KS and Downtown Kansas City, MO, representing Hampton Inn, Homewood Suites, Sonesta Essential, and Holiday Inn branded properties.
- Managed full-cycle sales process from lead generation through close, leveraging CRM tools to maintain pipeline accuracy and forecast reliability.
- Identified market expansion opportunities through competitive analysis and customer trend research, informing product and marketing strategy.
- Cultivated enterprise client relationships, resulting in increased retention, repeat business, and referral volume.
- Partnered with marketing on campaigns across digital, social, and print channels; represented the company at industry trade shows.

Human Resources Generalist & Recruiter

Mar 2024 - Dec 2024

GO Personnel Staffing | Kansas City, MO

- Designed SOPs and company guidelines that established scalable operational foundations across a 500+ associate workforce.
- Administered comprehensive HR functions including background screening, E-Verify compliance, performance management, and new hire orientations.
- Maintained personnel records and resolved Tier 1 HR inquiries, ensuring full compliance with employment law requirements.

Sales Manager

May 2023 - Apr 2024

Kinseth Hospitality | Overland Park, KS

- Formulated and executed strategic sales initiatives that expanded market penetration by 10%, contributing to measurable company growth.
- Led and developed a high-performing sales team through coaching, mentorship, and optimized territory assignments.
- Secured repeat business and qualified referrals through disciplined account management and client relationship development.

Director of Sales & Marketing

Jan 2018 - Apr 2020

IHG Hotels | Kansas City, MO

- Generated \$600K in year-over-year revenue growth and improved profit margins by 40% through strategic marketing and negotiation.
- Surpassed quarterly goals by 28% by launching campaigns that broke into new customer segments.
- Developed and executed marketing campaigns targeting new market segments, resulting in sustained top-line revenue growth.

Multi-Unit General Manager

Dec 2011 - Feb 2018

Extended Stay America Hotels | Overland Park, KS

- Achieved top 50 guest satisfaction ranking out of 632 hotels nationally through best-in-class service standards and team development.
- Drove \$300K increase in annual revenue through operational efficiency improvements and customer engagement programs.
- Oversaw full P&L, budgeting, staffing, compliance, and facilities management across multiple properties simultaneously.
- Developed marketing strategies to penetrate new customer segments while maintaining brand standards and legal compliance.

Accountant

Mar 2020 - Apr 2023

National Beef | Kansas City, KS

- Managed general ledger accounting, journal entries, balance sheet reconciliations, and bank reconciliations for a large-scale operation.
- Supported month-end and year-end close processes; prepared financial reports and managed accounts receivable and payable.
- Processed payroll and tax filings; contributed to budget and forecast development, audit preparation, and internal financial controls.

EDUCATION

Bachelor of Science, Business Management

2008

University of Arizona, Tucson, AZ

Associate of Arts, Business

2006

Pima Community College, Tucson, AZ

LICENSES & CERTIFICATIONS

- Insurance Producer License
- Life & Health Insurance License
- Real Estate License
- Valid Driver's License

CORE COMPETENCIES

Revenue Growth & P&L Management | Strategic Sales Leadership | Multi-Unit Operations | CRM & Pipeline Management
HR Compliance & Talent Acquisition | Team Development & Mentorship | General Ledger Accounting | Payroll
Administration
Market Penetration Strategy | Budget & Forecast Development | Enterprise Client Relations | Employment Law | Emotional
Intelligence