



### **Colleen Brzozowski, CIS, CITP – Bio**

Colleen Brzozowski, CIS, CITP has over 25+ years' experience in the hospitality industry. Her positions have included on-property as well as Global Sales positions for Hotel companies as well as Representation Firms and National Sales for a DMC organization. She values engagement in industry associations and has held several key leadership positions including the International Board of Directors for SITE (Society for Incentive Travel Excellence), 2020 President of SITE Chicago and Chair of the HPAC (Hospitality Partner Advisory Council) for FICP (Financial and Insurance Conference Planners).

Colleen is currently looking for new opportunities due to a COVID layoff and is excited to return to work in an industry she loves. She was most recently with ACCESS Destination Services as Director of National Accounts where she worked with 18 offices and 40 destinations to provide DMC services for clients in the Midwest, with a focus on the incentive market. Prior to this, she was with KSL Resorts, a unique collection of memorable golf, spa, ski and beach resorts located around the globe, as the Director of Sales – Midwest Region. During her 5+ year tenure, she worked with the Monarch Beach Resort, Outrigger Hotels & Resorts, The Cameron House (Scotland), Hotel del Coronado, Miraval Resort and others. Before joining KSL, Colleen was the Director of Sales with Krisam Group, a rep firm for 250 independent hotels/resorts and GEP (Global Event Partners) a collection of independent DMCs around the world. She spent 12 years with Grand Traverse Resort & Spa, the Midwest's 2<sup>nd</sup> largest Resort, located in Traverse City, MI holding roles including Executive Meeting Manager, National Sales Manager and Director of Sales.

Like many, she was told years ago that she should be on LinkedIn, but wasn't given much direction on how to best utilize the platform. Her curiosity led her to any course or article about best practices, and as time went on, she found that people were looking to her for help and guidance based on what knowledge she had gathered. During the pandemic, she began sharing her research and insights in hosted webinars to help make people's profiles stronger and more effective. Survey results show that 100% of attendees learn something new in her workshops.

During her career, she has been recognized as a "40 Under 40" by Collaborate magazine, as well as the Traverse City Business News and was the recipient of the GMC-PCMA (Greater Midwest Chapter of the Professional Convention Management Association) 2017 Richard A. Daignault Award for service to the chapter and the industry.

When not working, Colleen enjoys spending time with family in Traverse City, Michigan and traveling with friends. As a Jimmy Buffett fan, she is a full-fledged Parrothead and come football season, you'll find her rooting on her beloved Green Bay Packers. Her favorite motto is "burn brightly without burning out".

### **Condensed Version:**

Colleen Brzozowski, CIS, CITP is an award-winning hospitality professional with 25+ years' and is currently exploring new opportunities after an early COVID layoff. Her positions have included on-property as well as Global Sales positions for Hotel companies as well as Representation Firms and National Sales for a DMC organization. She values engagement in industry associations and has held several key leadership positions including the International Board of Directors for SITE (Society for Incentive Travel Excellence), 2020

President of SITE Chicago and Chair of the HPAC (Hospitality Partner Advisory Council) for FICP (Financial and Insurance Conference Planners). Her passion for hospitality and giving back is evident in all she does.