

James Harrison

j.harrison.revenue@gmail.com | +44 20 7946 0123

PROFESSIONAL SUMMARY

Strategic Hospitality Revenue Manager with over 10 years of experience overseeing portfolio performance for high-end resorts. Proven track record of increasing RevPAR by 18% through advanced segmentation and predictive modelling. Expert in leveraging IDEAS G3 and Marriott OneYield to outpace market competitors and optimise multi-channel distribution.

WORK EXPERIENCE

Director of Revenue Management | The Savoy | London, UK

Apr 2019 - Present

- Spearheaded revenue strategy for a iconic luxury hotel, resulting in a record-breaking £165M annual rooms revenue.
- Increased Average Daily Rate (ADR) by £65 during peak season by implementing a tiered upgrade programme and length-of-stay restrictions.
- Captured a 12% increase in Group RevPAR by developing a custom displacement model to evaluate high-value conference inquiries.
- Managed a team of 4 Revenue Analysts and oversaw the migration to a cloud-based Revenue Management System (RMS).
- Achieved a top-tier RGI (Revenue Generation Index) of 115.4 against a competitive set of 6 luxury London properties.

Senior Revenue Manager | Hilton Manchester Deansgate | Manchester, UK

Aug 2015 - Mar 2019

- Managed pricing and inventory for 279 rooms, achieving a 98% occupancy rate during major city-wide events and football finals.
- Boosted direct booking share by 15% through a coordinated campaign with the Digital Marketing team targeting loyalty members.
- Negotiated contract terms with major OTA partners to reduce aggregate commission expense by £95,000 annually.
- Conducted deep-dive analysis into seasonal cancellations, reducing wash-factor error by 4% through improved forecasting accuracy.

Cluster Revenue Manager | InterContinental Hotels Group (IHG) | Birmingham, UK

Jun 2012 - Jul 2015

- Oversaw revenue operations for a portfolio of 3 mid-scale properties totalling 650 keys.
- Implemented a centralised reporting dashboard in Power BI that unified data from three different PMS versions.
- Identified an underserved 'SME Group' market segment that contributed an additional £350,000 in off-peak revenue.
- Mentored 2 junior managers who were subsequently promoted to lead revenue roles within the organisation.

EDUCATION

University of Surrey | MSc International Hospitality Management | Revenue Management & Analytics

Sept 2010 - Jun 2012

Oxford Brookes University | BSc (Hons) | International Hospitality Management

Sept 2006 - Jun 2010

SKILLS

IDEAS G3 / Duetto / Atomize, Opera PMS / SynXis / Sabre, Tableau / Power BI, Advanced Excel (VLOOKUP, Pivots, Macros), Google Analytics, Demand Forecasting, Price Elasticity Modelling, Channel Management, Market Segment Analysis, Competitive Benchmarking (STR Reports)

CERTIFICATIONS

Certified Hospitality Revenue Manager (CHRM) | HSMAI Europe (2016)
Advanced Revenue Management Certification | Cornell University (Online) (2013)

LANGUAGES

English (Native)
French (Professional Working Proficiency (B2))

ACTIVITIES

HSMAI Europe Revenue Optimisation Conference

Regular attendee and occasional panelist discussing AI integration in pricing.

Hospitality Action Volunteer

Providing local independent hotels with digital distribution and yield advice.

CV example from guide at vitae.so