

LIZZY DESIBIA

Vice President

845.988.6465 | lizzy@morins.com | Providence, Rhode Island

Hospitality professional with 10+ years of sales and service experience, passionate about culture, employee engagement, guest experience, leadership and delivering amazing events.

RUSSELL MORIN CATERING & EVENTS

VICE PRESIDENT/CSMO

- Member of Senior Leadership team
- New venue acquisitions
- Monitor competitor pricing, positioning, strategies and data to maintain understanding of the dynamics of the local market and present appropriate action plans
- Conceptualized, branded, developed and launched Fresh Eats catering division
- Maintain relationships and act as main liaison for Russell Morin Catering & Events exclusive and preferred partnerships
- Strategize and implement quarterly marketing projects to promote original company ideas and increase exposure, by continually analyzing and adjusting to consumer trends and industry environment

CSMO & (Interim) DIRECTOR OF OPERATIONS

- Responsible for a team of 15 sales managers and \$16M in catering revenue annually
- Responsible for \$2.5M labor budget
- Recruit and hire for positions throughout the company including dishwashers, culinary assistants, waitstaff, and sales
- Secured 10 year exclusive catering contract with a local venue producing \$1.5M in catering sales annually

DIRECTOR OF BUSINESS DEVELOPMENT

- Strategic business development through acquisition and expansion, relationships and partnerships, and targeted promotional opportunities
- Promote sales through marketing initiatives and events
- Draft contracts for proposed, new and renewed partnerships
- Create presentations and complete RFP applications
- Developed "Saving lives is a piece of cake" give back initiative.

SALES MANAGER (PROVIDENCE PUBLIC LIBRARY, A RUSSELL MORIN VENUE)

- Established venue rental rates, rules and regulations and all collateral
- Increased annual revenue by \$1M in 18 months

EDUCATION

Johnson & Wales University

Bachelors of Science, Hotel Management Cum Laude

Concentration in Psychology and Marketing