

BIOGRAPHICAL SKETCH
ALAN C. VILLAVERDE, CHA
PRESIDENT, PEABODY HOTELS
GENERAL MANAGER, THE PEABODY ORLANDO

Alan C. Villaverde joined The Peabody Orlando in 1993 as vice president/general manager, bringing with him 23 years of hotel/hospitality management expertise. He came from a similar position with the Stouffer Orlando Resort. In February, 2006, Villaverde was named Executive Vice President of Peabody Hotels with responsibility for The Peabody Memphis and The Peabody Little Rock in addition to his role as general manager of The Peabody Orlando. In August, 2009, he was elevated to president of Peabody Hotels. During his 16-year Peabody tenure, he has garnered almost every major hotel award for The Peabody Orlando, including the coveted *Mobil Travel Guide* Four Star, AAA Four Diamond ratings.

Villaverde began his career as a sales manager with the Hilton Hotel Corporation at Rye Town Hilton Hotel, Rye, New York, and was subsequently promoted to director of sales for Hilton's Tarrytown Hotel in Tarrytown, NY. Later, he became vice president of sales with the Stouffer corporate office, Cleveland, OH., responsible for 35 properties throughout the United States and the Caribbean. He was then appointed VP/GM for the Stouffer Harborplace Hotel, Baltimore, MD. He also served as general manager for the Stouffer Concourse Hotel, Washington, D.C., and the Stouffer Bedford Glen Hotel, Boston, MA. During his career, Villaverde has opened four new, major hotels.

Over the years, Villaverde has held numerous board of director positions including the Maryland Tourism Council and the Sheppard Pratt Hospital Advisory Board for Adolescent Development. In 2000, he became chairman of the Orlando/Orange County Convention & Visitors Bureau. He served as a board member of the Central Florida Hotel & Motel Association and currently serves as vice president of the I-Drive Improvement District, and past-president of the Efficient Transportation Committee. Long a patron of the arts, Villaverde recently joined the board of directors of the Orlando Philharmonic Orchestra.

A champion of fund-raising for charitable causes, Villaverde chaired the first three fund-raising campaigns for the "Food for All" project of the Maryland Food Bank Committees, raising \$900,000 of food products for those in need. This earned him the Governor's Citation for Exemplary Efforts in Caring and Community Outreach. Likewise in Orlando, Villaverde is a tireless fund-raiser on behalf of Give Kids The World, a local wish-granting organization providing memorable vacations for terminally-ill children and their families from around the world.

Villaverde was honored as Maryland Hotelier of the Year, 1991; was named Peabody Hotel Group's Top General Manager, 1995 and 1998; Central Florida Hotelier of the Year, 1997; State of Florida GM of the Year, 1997, American Hotel & Motel Association's Outstanding GM of the Year, 1999. In October, 2009, he will be named among Central Florida's 10 Most Influential People by *The Orlando Business Journal*.