

**BIOGRAPHICAL SKETCH**  
**BARBARA BOWDEN, CRDE**  
**ASSISTANT GENERAL MANAGER, THE PEABODY ORLANDO**  
**DIRECTOR, CORPORATE REVENUE MANAGEMENT, PEABODY HOTELS**

On March 11, 2007, Barbara Bowden was named assistant general manager of The Peabody Orlando. Bowden, a native of St. Louis, MO., began her hotel career in 1984 at the front desk of the Buena Vista Palace Hotel. When The Peabody Orlando opened its doors for business on November 1, 1986, she joined the hotel as front desk supervisor.

Later Bowden was promoted through the ranks within The Peabody Orlando's Rooms Division, from telecommunications manager and assistant front desk manager, to reservations manager, then to front office manager, leading to her appointment as Assistant Director of Rooms in 2001. In 2004, Bowden was named director of Peabody Hotels' corporate revenue management department with responsibility for The Peabody Little Rock, The Peabody Memphis and The Peabody Orlando, a position she retains in addition to her duties as assistant general manager at The Peabody Orlando.

Bowden is a Certified Rooms Division Executive, CRDE, an accreditation issued by the Educational Institute of the American Hotel & Lodging Association (AH&LA), she is a graduate of Missouri State University, Springfield, MO.

Bowden is responsible for the creation and implementation of the corporate revenue management and distribution infrastructure for Peabody Hotels, including organizational structure, strategy, supporting processes and operations, internal education and training.

On a day-to-day basis, Bowden is involved in top management decision-making as a member of the executive committee of The Peabody Orlando. She is also active on the Peabody Hotels corporate level on such issues as Peabody Service Excellence®, the company's trademarked service delivery culture which comprises Guest Satisfaction Committee, Associate Satisfaction Committee, Peabody Personal Service, and Critical Moments of Service, each designed to ensure total guest satisfaction. Peabody Personal Service received the 2002 Guest Relations Award from the American Hotel & Lodging Association.

Currently, Bowden holds an executive committee position on the America's Board of HSMIAI, and is past-chairperson of the HSMIAI Revenue Management Special Interest Group.

Her years with The Peabody Orlando have been star-studded. She won the Department Head of the Quarter, 1989; Department Head of the Year, 1995; General Manager's Special Achievement Award for Excellence, 1998; Peabody Hotel Group Rooms Division Leadership Award, 1999, and Peabody Hotel Group's President's Award for Excellence, 2006.

Bowden is married and has two children. She is a volunteer for youth and young adult programs at Holy Family Catholic Church and member of the school advisory council at Olympia High School.

September, 2009