

**BIOGRAPHICAL SKETCH**  
**MARSHALL KELBERMAN, CHRE,CRDE**  
**DIRECTOR OF ROOMS**

Marshall Kelberman joined The Peabody Orlando in 1988 as director of human resources, and was appointed director of rooms in 1992.

Holding one of the most onerous and all-encompassing positions in hotel management, Kelberman is responsible for the day-to-day operations of the existing hotel's 891 rooms and suites and 57,000 square feet of flexible function space. When the \$450-million expansion of the hotel is completed in October, 2010, he will be responsible for 1,641 guest rooms and 250,000 square feet of function space.

What does a director of rooms actually do? Just about everything. Kelberman supervises hundreds of associates, manages front door, bellstand, front office, front desk, concierge, PBX, guest technology, the Executive Business Center, the existing hotel's tri-level Peabody Club, the Peabody Athletic Club, pool deck, tennis courts, Captain's Choice Golf Pro Shop, housekeeping, public area cleaning, dry cleaning, newsstand and boutique, transportation, and most importantly, security. He also has oversight of the newly-constructed 2,100 stall parking garage, the 2.5-acre pool area and 16 ultra-luxurious cabanas. Upon completion of the hotel's \$450-million expansion in October, 2010, Kelberman will manage the new 21,000 square foot Peabody Spa, Salon and Fitness Center.

Kelberman, the hotel's "Green Czar," has successfully steered the hotel towards its Green Palm Award from the Florida Department of Environmental Protection's Green Lodging program. He recently forged an environmental and global sociological/health alliance with a charitable organization known as Clean the World. The hotel's "gently used" soaps, shampoos and lotions are donated for re-processing and airlift distribution to Third World Countries where the simple act of washing hands in soap and water can drastically reduce diarrheal and respiratory diseases. This also helps eliminate the dumping of hundreds of thousands of tons of soaps into landfills.

How did Kelberman accomplish all of this? He has systematically developed a team of department leaders who have been with him since his appointment to the position in 1992. They complement each other, and have evolved into a mature and dynamic hotel management team.

The warm arrival greeting by uniformed doormen; the efficient front desk check-in, the bellmen who deliver luggage to the guestrooms, are guests' first impression of this magnificent hotel. The beautifully made-up Peabody Dream Bed, the fluffy towels in the sparkling marble bathroom, the luxurious toiletries, are the result of his housekeeping department's attention to the minutest details. The hotel's professional concierge staff answer all manner of questions and provide those myriad services hotel guests need while away from home. A safe and secure environment is assured by the hotel's professional

security team. All of these and more are the result of Kelberman's strategic training and daily direction and hands-on management skills.

His participation and leadership for the elevation of the hotel's guest and associate satisfaction, led to the development of the hotel's unique service cultures: Peabody Personal Service, Critical Moments of Service, and the installation of sophisticated GuestWare technology to monitor and manage guest-related needs and concerns. He has been a leading light in the broadening application of the award-winning Peabody Service Excellence® and currently serves as chairman of the committee.

Kelberman is a formidable proponent of the 1,600 Quality Criteria standards required by the hotel's membership in Preferred Hotels & Resorts.

He was previously named "Outstanding Business Leader of the Year," by the Orange County Vocation Association and served a five-year term as a board member of the International Drive Resort Chamber of Commerce. The Valencia Community College named him the "Hospitality Leader of the Year." He won the American Hotel & Lodging Association's Educational Institute Lamp of Knowledge award as "Outstanding Trainer – Property Level," for his ground-breaking work in instituting progressive training procedures. Kelberman was first in Central Florida to instruct college-accredited courses on-site at The Peabody Orlando. In 1996, he was among *The Orlando Business Journal's* Forty Under 40 and Up and Comers," an annual award which recognizes the area's leading businessmen and women.

A native of Utica, New York, and a 1981 Political Science graduate of State University of New York College at Brockport, Kelberman also undertook his graduate studies in public administration at that college. He lives in Orlando with his wife and three children.