

BIOGRAPHICAL SKETCH
TONY ASLANIAN
DIRECTOR OF SALES & MARKETING

In 2008, Tony Aslanian was appointed director of sales and marketing for The Peabody Orlando, the landmark, multi-award winning hotel on International Drive. A 30-year hotel/hospitality industry professional, his experience ranges from catering, F+B and special events, to the upper echelons of sales and marketing management, for some of the nation's most respected hotel flags.

In 1975, he began his career in the industry in F+B at the South Shore Country Club, Staten Island, NY. This was followed by stints in his college student cafeteria and McDonald's. Aslanian opened the Albany Hilton in 1981 as a room service and catering/banquet waiter, leading to a management level position in food and beverage for the Sheraton La Guardia Airport hotel, and sales manager for the Marriott LaGuardia Hotel.

He held director of sales positions with Marriott International at the New York Marriott Marquis, New York, the Biscayne Bay Marriott, Miami, Florida;; New York Office of Hilton Sales Worldwide, located in the Waldorf-Astoria®, Hilton Pittsburgh, Pennsylvania; Ocean Properties, Ltd., Hotels & Resorts, Portsmouth, New Hampshire; and Hilton in the Walt Disney World® Resort, Orlando, FL.

After an exhaustive, nationwide search by Peabody, Aslanian's precise marketing and sales skills in the national meetings and convention industry made him the ideal candidate for the Peabody at a crucial time in the hotel's history: the massive, \$450-million expansion project.

Aslanian is a seasoned pre-opening executive, a necessary skill for Peabody at this time leading to the completion of its monumental \$450-million expansion in 2010. With a savvy and shrewd understanding of asset management, ownership, hotel operations, customer and guest service objectives, he is the right sales and marketing executive for the right hotel at the right time. A technological visionary, he was an early champion of eCommerce marketing and electronic distribution strategies, and is a skilled proponent of hospitality public relations.

In addition to his sales/marketing and operations skills, he is a veteran of the nation's major trade shows, national, corporate and association accounts in Washington, DC, Chicago and New York. He is a frequent guest lecturer on marketing, sales, meetings management and technology topics for several universities and trade associations at institutions including UCF Rosen School of Hospitality Management, New York University, Bentley College, University of New Hampshire, HSMIAI, CESSE, PCMA, ICPA, MPI and ASAE allied chapters.

Currently, he serves on the Sales Committee of the Orlando CVB, and is a member of various professional industry organizations such as the Professional Convention

Management Association, American Society of Association Executives, Meeting Professionals International and Hospitality Sales & Marketing Association, International.

Aslanian holds a BS in Marketing Research, a Minor in Economics, and is an MBA candidate in International Marketing at Baruch College, NY.

He lives in South-West Orlando, and in his own words, is “wildly in love” with his bride, Jessica. The couple has a son, Michael, and daughter, Catherine. The Aslanian family’s “busman’s holiday” takes them to the best B+B’s in the nation, especially those with fireplaces in the Maritime Provinces of Canada.

A patron of the performing and visual arts, he is also a fan of the New York Yankees, the New York Giants and the Pittsburgh Steelers. They watch soccer together as a family and profess that their favorite city is Paris, France, followed by San Francisco and New York City.