**Thomas A. Maier, Ph.D**

**University of San Francisco**

**Associate Professor**

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**Education**

Post-Doctoral Studies Harvard University. Design Thinking, Educational Design

Ph.D. 2008 Gonzaga University. Leadership Philosophy

M.A. 2004 Salve Regina University. Human Development

B.S. 1982 Rochester Institute of Technology. Hotel& Tourist Enterprises

A.A. 1979 Morrisville College. Restaurant Management

**Industry Operations/Consulting Experience**

*2000-Present. TAM Global Services.* Position: Consultant.Scholarly research analysis, survey instrumentation, hospitality industry/venue service audits. Social media marketing and distribution review. Product merchandising, cost and profitability analysis, price indexing. 3rd party commercial leasing agent operations auditing.

*2007-2009. GVD Hospitality Corporation.* Position: President, Hotel management and development company. Performed asset management services for venture capitalist, new property acquisition modeling, boutique hotel property management, food and beverage concept and re-positioning, due diligence services, and financial modeling.

*1992-2007. Red Lion Hotels Corporation (NYE: RLH).* Position: Vice President of Operations *Northwestern/California Region; Market: Commercial business, Leisure, Group.* Red Lion Hotels Corporation was a hotel, entertainment and commercial real estate company. Over 58 Hotels with annual revenues of approximately $220 million. Spearheading and reviewing operations short/long range performance with respect to revenues, profitability, and market share opportunities. C-suite responsibilities for Hotel portfolio facilities and purchasing management. Implemented multi-unit property maintenance engineering centralization/decentralization strategy. Retail management oversight in mixed use retail-hospitality facility.

*1984-1992. Starwood Hotels and Resorts (Formally ITT Sheraton Hotels NYE: HOT)*, *Market: Luxury Resort. Royal Hawaiian Hotel, Sheraton Kauai Resort, Hotel Hana Maui*. Position: Director of Food and Beverage. Annual operating budget $25million. Properties included owned, managed, and leased operations. Extensive work in restaurant, catering, event planning operations and re-positioning of Hotel dining outlets to include: Expansive event space and catering operations. Fine-dining, Authentic Japanese restaurant-sushi bar, California grill, Wine-Bar, European café, Beachside take-out and high-volume banquet and show room venues. Experienced in Polynesian reviews and Hawaiian luau theme events.

**Experiential learning-industry based research collaborations**:

* Hewlett Packard Inc. Graphics division. Customer success modeling.
* Cisco Technologies- Account based marketing
* Rocket Space- FINTECH
* Unlisted Hotel Collection-Singapore, Asia. Labor and staffing optimization analysis
* Michelin Chef Guy Savoy-restaurant Guy Savoy-Paris, France. Price indexing and social media analysis.
* Leading Hotels of the World-Boutique Luxury Hotels-New York City, USA. Distribution and web-effectiveness marketing using RCO2P tool.
* Fairmont Sonoma Mission Inn and Spa-Sonoma, CA, USA. Luxury resort Spa revenue management, operations and labor analysis.
* Water Bar restaurant-San Francisco, CA USA. Service system desing and experience innovation techniques.

**Academic Experience**

*Currently:* Associate Professor of Hospitality Management-University of San Francisco-School of Management. *Formerly*, Assistant Professor of Leadership and Revenue Management. DePaul University - School of Hospitality Leadership, Driehaus College of Business. Course loadings: Business model ideation, service system design and innovation, consulting services, revenue optimization, hotel management, leadership, restaurant and culinary arts entrepreneurship, catering and fine dining management.

**Scholarly Publications: Refereed Journals**

1. Maier, T., Intrevado, P. (2018). Function Space Revenue Management: A product bundling pricing approach to hotel function space utilization. *Journal of Convention and Event Tourism.*
2. Maier, T. (2017). Convention hotel food and beverage multi-factor cost analysis. *Journal of Foodservice Business Research,* 20(1), pp. 514-524.
3. Maier, T., Reynolds, D., Sandstrom, J. (2016). Multi-unit efficiency assessment and multidimensional polygon analysis of a small, full-service restaurant chain. *Penn State Research Reports.*
4. Maier T., Prusty, S. (2016). Managing customer retention in private clubs using Churn analysis: some empirical findings. *Journal of Hospitality Marketing & Management*, 25 (7), pp. 797-819.
5. Noone, B., Maier, T. (2015). A Decision framework for restaurant revenue management. *Journal of Pricing and Revenue Management*, 14(1), pp. 231–244.
6. Maier, T., et al (2015). Millennial Generation Perceptions of Value Centered Leadership Principles. *Journal of Human Resource Management*, 14 (4), pp. 382-397.
7. Maier, T. A., Roberts, C. 2013. Casino Economic Feasibility Analysis-Predictive Modeling," Sponsored by Mohegan Son Tribe, Private.
8. Maier, T., Gursoy, D. (2013). Timeshare industry leadership and human resource implications of employee and guest satisfaction. ICHRIE *Journal of Hospitality and Tourism Case Studies* 2(3), pp. 52-58.
9. Maier, T. (2013). Independent versus Branded Hotel online competency. *International Journal of Revenue Management,* 7(4) pp. 223-243.
10. Chi, C.G., Maier, T., Gursoy, D. (2013). Employees perceptions of younger and older managers by generation and job category. *International Journal of Hospitality Management,* 34, pp. 42-50.
11. Maier, T., Johanson, M. (2013). An empirical investigation into convention hotel demand and ADR trending. *Journal of Convention Event Tourism*, 14(1), pp.2-20.
12. Maier, T., Thomas, N. (2013). Hospitality leadership course design and delivery: A blended experiential learning model. *Journal of Hospitality & Tourism Education*, 25(1), pp. 11-21.
13. Ferriera, R., Maier, T., Johanson, M. (2012). Examination of food and beverage levels during the 2008-2010 Economic downturn in clubs, *International Journal of Contemporary Hospitality Management,* 24(4) pp. 614-627.
14. Maier, T. (2012). International hotel revenue management: Web-performance effectiveness modeling-research comparative, *Journal of Hospitality and Tourism Technology*, 3(2) pp.121-137.
15. Ferriera, R., Maier, T., Johanson, M. (2012). A comparison of impacts from two Economic downturns on Food and Beverage Revenues in U.S. Private clubs. *Journal of Foodservice Business Research,*15(4), pp. 362-377
16. Maier, T. (2011). Evaluating the alignment of academic research and industry leadership best practices. Journal of Hospitality & Tourism Education, 23(4) pp.46-51.
17. Maier, T (2011). Hospitality Leadership Implications: multigenerational perceptions of job dissatisfaction and intention to leave, *Journal of Human Resource Management,* 10(4) pp. 354-371.
18. Maier, T. (2011). “Hospitality industry revenue management performance modeling: uncovering issues associated with inconsistencies in price-parity across multiple distribution channels in the U.S. *International Journal of Revenue Management,* 5(4), pp. 290-307.
19. Maier, T. (2009). Appreciative Inquiry and Hospitality Leadership, *Journal of Human Resources in Hospitality & Tourism,* 8(1) pp.106-117.
20. Gursoy, D., Maier, T., Chi, C. (2008). Generational differences: an examination of work values and generational gaps in the hospitality workforce, *International Journal of Hospitality Management,* 27(3) pp. 448-458.