



## Hospitality Highlights

### Implementing a Commercial Director Position Successfully

Welcome to our new series, Hospitality Highlights! In this 12th episode of the ThinkUp Podcast, host Lily Mockerman talks with special guest Cesar Rocha, Commercial Director at Performance Hospitality. Cesar, with extensive experience in Revenue Management, has recently been named to this new position, with the responsibility of overseeing sales, marketing, and revenue management teams. He describes how that came to be and what the transition has been like. Cesar brings people a new way of thinking and is using these proven techniques to change the paradigm.

#### Highlights from This Episode

##### Lily Mockerman:

*Although it might not have been planned, you were telling me that you're now overseeing all the commercial departments of sales, marketing, and revenue. Can you tell our listeners a bit about how that came to be, and what the transition has been like?*

##### Cesar Rocha:

*I had been in Revenue Management for 2 years and was asked to assume this role because of the need to downsize. I'm a firm believer in promoting accountability through KPIs. Also, I'm encouraging a collaborative approach in our strategies, because more ideas help bring more success.*

Additional topics:

- How the portfolio has been faring through the impacts of coronavirus
- How the sales team performance is being measured in this challenging environment
- How Cesar's experience in other roles helps him lead
- The role time management is playing with a leaner staff
- How that might shift as team members return from furlough

Cesar wraps up with the top 3 things that hotel companies or future commercial directors should do to prepare for success in this role.

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[Performance Hospitality](#)

Join us in our next episode to hear about LOGE Camps, a unique mixed-use concept.

Read more articles on Hospitality Revenue Management on our [ThinkUp Thought Leadership page](#).

Join us live on the *This Week in Hospitality Live Show*, which you can register for at [hospitalitydigitalmarketing.com/live](https://hospitalitydigitalmarketing.com/live).

For questions on this episode or any other revenue management related topics, you can send them to us at [info@thinkupenterprises.com](mailto:info@thinkupenterprises.com).