**Robert A. Rauch, CHA – Curriculum Vitae – 2019**

Education

*Master of Science*, Arizona State University, College of Public Programs, Recreation & Tourism

“Outstanding Graduate” 1986

*Bachelor of Hospitality Management*, Western International University, 1983

*Certified Hotel Administrator*, Educational Institute of American Hotel & Lodging Association, 1983

Cornell University and Best Western International, General Management Seminar, 1985

Cornell University, Developing a Skills Training Program, 1984

Academic Positions

*Faculty Associate,* Arizona State University, Hospitality Entrepreneurship, 2012 – present

*Board Advisor*, Center for Sustainable Tourism, Arizona State University, 2016 - present

*Lecturer*, San Diego State University, Hospitality Entrepreneurship, 2002-2011

*Lecturer*, University of California San Diego, Extension, Hospitality Certificate Program, 1991-2001

*Lecturer*, Arizona State University and Western International University, Hospitality and Tourism Programs, 1987-1990

Business Positions

1990 – present CEO, RAR Hospitality, Inc.

Have served as owner, developer, hotel operator, trainer, consulting director, writer, publisher, manager, court-appointed receiver, expert witness and consultant – currently managing 19 hotels and 750+ employees

1988 – 1990 Manager, Hospitality Consulting Practice-Deloitte, Phoenix, Az

Served as lead consultant, feasibility study writer, experienced researcher, lead diagnostic review expert, economic forecaster

1985-1988 General Manager, Hilton Pavilion, Mesa, Az

Opened full-service, 272 room hotel, operated all departments as GM

1983-1985 Director, Education & Training, Best Western International, Inc.

Trained owners and GMs of over 2000 North American hotels

1981-1983 General Manager, Embassy Suites Hotel, Phoenix, Az

Opened 228 suite hotel in Phoenix for London based developers

1979-1980 Manager of Restaurants, Hyatt Regency Phoenix

1974-1979 General Manager, Food and Beverage Manager, Sales Manager, Manager Trainee of Ramada Inns, Inc. in several cities

Started as dishwasher in 1974, became General Manager in 1979

Awards

2017-18-19 Inc. 5000 – one of the fastest growing companies in U.S.

2017-18-19 Arizona State University – Top 20 Entrepreneurs

2015-18 San Diego Business Journal, fastest growing companies

2016 Finalist, Most Admired CEO, Phoenix Business Journal

2015, 2019 Finalist, Most Admired CEO, San Diego Business Journal

2013 San Diego Daily Transcript, Most Influentials

2012 San Diego Metro, 20 Men Who Impact

2009 San Diego Business Journal, Best Family Business

2008 Hilton Garden Inn, Developer of the Year

2006 San Diego City and County “Robert A. Rauch Day” on July 13, 2006

2005 San Diego Hotel and Motel Association Member of the Year

2000 San Diego Convention & Visitors Bureau, Finest Service Award

1998 City of San Diego, Special Commendation

Publications

1984 – present Publisher and Editor, Hospitality Innsights

Regular publication began as print media, became paid subscriber electronic edition and finally an unpaid web site newsletter/blog produced monthly

2012 - present Course Reader, Arizona State University, Entrepreneurship, University Press

2009 Course Reader, San Diego State University, Entrepreneurship, University Press

1993 –present Frequent contributing editor to numerous publications including San Diego Daily Transcript, San Diego Union Tribune, San Diego Business Journal, Carmel Valley News and numerous others; currently (2015) serve as CEO/Economist weekly for San Diego Union Tribune; currently (since 2013) serve on Board of Advisors for Construction & Renovation Magazine and write a monthly column for Hotel News Now

Presentations

2013 – 2019 Several Hospitality Industry Forecast Events and speaking engagements including Napa, Tucson, Los Angeles, Orange County and San Diego; upcoming panels include moderating sessions at the Lodging Conference in Phoenix later this year

2012 Hospitality Sales and Marketing International, Colorado Springs, July 19, “Digital Marketing”

2012 Hotelguru.com briefing on “Digital Marketing and Mid-Year Forecast, San Diego, July 12

2011 Hotelguru.com, “Annual Forecast” in San Diego, November

2011 Hotelguru.com, “Lodging Industry Forecast” in Orange County, Ca, June

2011 Jeffer, Mangels, Butler, Mitchell, “Lodging Industry Forecast”, Los Angeles, Ca, March

1990-2010 Frequent speaking engagements in over 15 cities on the state of the hospitality industry, hotel marketing, finance, operations and all topics of the industry covered. Regular engagements included “Meet the Money” in Los Angeles each May, ALIS Conference in Los Angeles each January, Lodging Conference in Phoenix and many more.

Associations and Membership Organizations

2018 – present Carlsbad Tourism Business Improvement District Board

2018 – present Carlsbad Golf Business Improvement District Board

2016-present Board of Advisors, Az. State University, Center for Sustainable Tourism

2016-present Director and Executive Committee, San Diego Tourism Authority

1991–2015 Marketing Committee, San Diego Tourism Authority

2006-2012 Director, San Diego Tourism Marketing District

2004-2015 Director, Congregation Beth Am

2009-2011 President, Congregation Beth Am

2006-present Member, California Hotel & Lodging Association

2005-2007 Director, San Diego Convention Center

2005-2006 President, San Diego Hotel and Motel Association

2000-2006 Director, San Diego Convention & Visitors Bureau

2008-2010 President, San Diego North Convention & Visitors Bureau

2000-2010 Director, San Diego North Convention & Visitors Bureau

1996-2004 Director, San Diego Hotel and Motel Association

1996-1998 President, Carmel Valley Planning Board

1992-1998 Director, Carmel Valley Planning Board

1987-1988 President, Phoenix and Valley Innkeepers Association

1984-1988 Director, Phoenix and Valley Innkeepers Association

1984-1989 Director, Phoenix Convention & Visitors Bureau

1983-1989 Director, Arizona Office of Tourism, Tourism Advisory Council

1984-1990 Member, Council of Hotel and Restaurant Trainers

1988-1989 Director, Arizona Hotel & Motel Association

1985-1988 President, Mesa Convention & Visitors Bureau

1985-1988 Director, Arts in Mesa

1984-1989 Member, Arizona Hotel & Motel Association

1983-present Member, American Hotel & Lodging Association – then called American Hotel & Motel Association and staffed by Ray Ellis, served as Chair of Research Committee 1984-1988

Sampling of Selected Business Clients, 1990-present

Wanda Group Luxury Hotels, Beverly Hills, Ca and Chicago, Il

U.S. Grant Hotel, San Diego, Ca

Del Mar Marriott, Del Mar, Ca

Hilton Garden Inn Cupertino, Cupertino, Ca

Hilton Garden Inn Carlsbad Beach, Carlsbad, Ca

San Diego Gaslamp Hilton, San Diego, Ca

Tempe Mission Palms Hotel, Tempe, Az

Lafayette Hotel, San Diego, Ca

Hampton Inn, Livermore, Ca

Hermosa Inn, Phoenix, Az

Crescent Inn, Phoenix, Az

Phoenician Resort, Scottsdale, Az

Wigwam Resort, Litchfield Park, Az

Boulders Resort, Carefree, Az

Grosvenor Hotels, San Diego, Ca

Interstate Hotels Corporation, Pittsburgh, Pa

Crossroads Hospitality Company, Pittsburgh, Pa

Woodfired Pizza, San Diego, Ca

Hotel Parisi, La Jolla, Ca

Grande Colonial Hotel, La Jolla, Ca

Hilton Santa Clara, Santa Clara, Ca

Residence Inn Gaslamp, San Diego, Ca

Hilton Hotels Corporation, London, UK

Crowne Plaza Hotel, Anaheim, Ca

Sampling of Expert Testimony, 1996-present

Hard Rock Hotel, San Diego, Ca – currently represent general contractor

San Diego Convention Center Architects, San Diego, Ca

Pacific Steel vs. MGM, Las Vegas, Nv

Pacific Western Bank vs. Keating Hotel, San Diego, Ca

Best Western Station Inn, Anaheim, Ca – one of many receiverships

Horton Grand Hotel, San Diego, Ca

San Diego Marriott Marquis, San Diego, Ca

City of San Diego Eminent Domain cases (multiple representing property owners)

Mesdaq vs. City of San Diego, San Diego, Ca

Century Plaza Hotel, Los Angeles, Ca

Plaintiff vs. Harrah’s Rincon (represented plaintiff)

Plaintiff vs. Super 8 Motel, Hemet, Ca (represented plaintiff)