

## David Salcfas Bio

David Salcfas, Founder of iYou Hospitality Consulting and former General Manager of the Sheraton Boston Hotel. After a remarkable 34-year career with Marriott, David announced his intent to retire from Marriott International to pursue other opportunities in the next phase of his career, so he can continue to inspire our future hospitality professionals.

In our everchanging world, David became a Freelance Consultant by starting his own business and joined the Cayuga Hospitality Network in 2020 during the pandemic to provide his expertise to so many professionals seeking a depth of knowledge and genuine support. David is a Hotel Operations General Manager Specialist that will stabilize the operations team no matter what the circumstances are. He started his career over thirty-five years ago and is a proven leader in the hospitality industry, where he enhances the employee, guest and ownership experience, while using sound financial acumen. He is a liaison with local organizations as an active board member to serve our communities and functions as a strategic partner to all stakeholders. He has served as an Executive Committee Member in twenty-three positions at sixteen hotels across five brands and several restaurants.

He has extensive knowledge of the Industry Wide Collective Bargaining Agreements for New York City and Boston of how to operate in a diverse union labor environment. He provides leadership on how to effectively manage a hotel through a transition and divestiture to create stability so the property can generate results.

David has had the pleasure to work for some of the most diverse hotels in New York City, Boston and New Jersey. He first joined Marriott as a Catering Service Manager at the Seaview Marriott. As his career progressed, he held numerous leadership positions in Sales, Marketing, and Operations for the Eastern Region. He continued to build upon these skills as General Manager at the New York Marriott East Side and the LaGuardia Airport Marriott, as well as Hotel Manager at the Iconic New York Marriott Marquis and The Five Star Five Diamond Ritz-Carlton New York, Central Park.

In his prior role as General Manager of The Algonquin Hotel Times Square, Autograph Collection, David guided the hotel through a full lobby and restaurant renovation during the pandemic. Throughout his career, David implemented out-of-the-box initiatives to improve the overall balanced scorecard for all stakeholders.

During his most recent position as General Manager at the Sheraton Boston Hotel, David reopened the hotel after an extended COVID-19-related closure and kicked off the product transformation and reprogramming efforts for the new ownership group. He partnered with his peers in the Boston Back Bay on demand-generation strategies to drive group futures, achieved the highest ADR at the hotel in the past 10 years, and drove outstanding financial performance in 2022.

David earned his bachelor's degree in Food Service Management and Culinary Arts from Johnson & Wales University. He serves as a mentor to hundreds of aspiring leaders and

employees, which positively impacts our industry. He served as the Guidance Team Leader for the Northeast Business Council, Meet Boston Board of Directors, Boston Chamber of Commerce Tourism Council and Hotel Association of New York City Board of Directors.

David is a devoted husband and father that he enjoys life with his wife, Cindy, as well as his sons Saverio, Antonio, Jovanni, and his daughter, Sofia.