JULIAN MERCER

REVENUE MANAGER

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PROFESSIONAL SUMMARY

Revenue Manager with 12+ years forecasting demand and setting pricing for full-service and resort hotels. Uses STR, rate shopping, and demand data to raise RevPAR, coordinates with sales and distribution, and explains decisions clearly to owners and general managers.

PROFESSIONAL EXPERIENCE

Director of Revenue Management Apr 2022 - Present
Hyatt Hotels, Chicago, IL

- Set pricing and inventory strategy for a cluster of four hotels with 1,600 rooms and about $140M in annual rooms revenue.
- Raised RevPAR index from 98 to 106 over two years by adjusting rate floors, length-of-stay controls, and channel mix.
- Built a 12-month demand forecast with group pace and market data that landed within 3% of actual occupancy.
- Led the weekly revenue meeting with sales, marketing, and operations and coached two analysts on pricing decisions.

Revenue Manager Feb 2019 - Mar 2022

- Managed rates and availability for a 700-room convention hotel and improved ADR by about 7% against the competitive set.
- Reduced reliance on third-party booking channels by 5 points through direct booking promotions and rate parity checks.
- Evaluated group displacement and recommended which blocks to accept, protecting high-demand compression nights.

Revenue Analyst Jul 2016 - Jan 2019
Marriott International, Washington, DC

- Produced daily pickup, pace, and competitor rate reports for six hotels and recommended changes to pricing each morning.
- Monitored STR benchmarking and identified a weekday pricing gap that added an estimated $320K in annual revenue.
- Maintained rate loads and restrictions across brand and OTA channels with accuracy above 99%.

Reservations Supervisor Jun 2014 - Jun 2016
Fairmont Hotels & Resorts, Chicago, IL

- Supervised a team of 12 agents handling reservations and upsells and met conversion goals for eight straight quarters.
- Trained agents on rate rules and packages and cut booking errors by about 30%.
- Compiled call and booking data in Excel to help the revenue team spot patterns in short-term demand.

CORE SKILLS

Revenue forecasting | Pricing strategy | RevPAR optimization | Demand analysis | STR benchmarking | Rate shopping | Channel management | Group displacement | IDeaS | Opera | Excel | Competitive analysis | Distribution strategy | Stakeholder communication

EDUCATION

B.S. in Hospitality Management, Cornell University School of Hotel Administration, Ithaca, NY

CERTIFICATIONS

Certified Revenue Management Executive (CRME) | Hospitality Revenue Management Certificate | IDeaS Revenue Solutions Certification