

Andrew G. Crum

Summary

CAREER PROFILE

As a highly motivated, results-focused Business Banking Relationship Manager with over twenty years of operational/sales experience in the hospitality/golf /banking industry. Possessing strong leadership, successful team building capabilities, excellent sales, communication, presentation, and customer relationship-building skills. Resourceful problem solver with proven ability to bring quick resolution to challenging situations as well as build lasting relationships with customers, vendors, and work team. I have a proven track record of turning around three dynamically different branches.

Experience

US Bank, Fifth & Walnut, Ohio 10/2016 to Present
 US Bank, Taylor's Landing, Kentucky
 US Bank, Forest Park, Ohio
Relationship Manager / Vice President

- Positive Loan Growth \$910,000 EOY 2020
- Branch has achieved 132% of Credit Card revenue goal for 2020
- Branch led District in Digital Campaigns in 2020
- Received Annual Legends Award 2020
- Branch achieved 142% Merchant Sales Goal for the 2019 plan
- Branch achieved 121% Treasury Management Goal for the 2019 plan
- Branch achieved 126% of the Credit Card Revenue Goal for the 2019 plan
- Positive Loan Growth by \$621,000 EOY 2018
- Branch Pinnacled/Legends of Possible for the 2nd, 3rd, & 4th quarter 2018
- Branch Pinnacled/Legends of Possible for the 2nd, 3rd, & 4th quarter 2017
- Branch has achieved 107% of revenue goal for the YTD 2018
- Branch has achieved 157% of Credit Card revenue goal for 2018
- Branch has achieved 260% of Merchant Sales goal for 2018
- Branch is #1 in Region for 2018 new Merchant YTD Revenue Share

Crestline Hotels & Resorts, Blue Ash, Ohio 5/2015 to 10/2016
 DBA Hyatt Place Cincinnati Blue Ash
General Manager

Responsible for profit attainment, financial/operational planning, payroll/employee performance. Well-developed management skills. Utilize all assets and resources available, maximizing employee productivity and performance to achieve corporate goals and objectives. Responsible for turn-around of service culture and efficiency.

- Increased Revenue over the previous year by \$495,000
- Decreased Food & Beverage COS 16.8%
- Increased Food & Beverage Sales by 17% over the previous year
- Property and Staff meet all OSHA requirements
- Maintain a safety team to minimize risk for workers compensation claims
- Oversight of \$2.8 million renovation of the entire hotel
- Responsible for the financial turn-around of the hotel through sales / marketing, management, and building customer relations
- Improved customer service scores by 30 points
- Property improved OSAT ranking to #28 out of 252 up from #241 when I took the property over

Creekside Golf LTD / Brilyn Inc., Hamilton, Ohio
 DBA Walden Ponds Golf Club
General Manager/Director of Operations

1999 to Present
 2012 to 05/2015

Responsible for profit attainment, financial and operational planning, payroll and employee performance. Well-developed management skills. Utilize all assets and resources available, maximizing employee productivity and performance to achieve corporate goals and objectives. Responsible for turn-around of service culture and efficiency.

- Increased Rounds played by an average of 19% per year over the last two years
- Increased average rate per round by 12.5% per year
- Increased Food & Beverage Sales by 23% in 2014 over 2013
- Increased Wedding packages by 30% in 2014 over 2013
- Lowered the average pace of play from 6 hours to 4.5 hours per round
- Decreased turnover by 5% each of the last 2 years
- Property and Staff meet all OSHA requirements
- Maintain a safety team to minimize risk for workers compensation claims
- Renovated a 180 year old club house
- Responsible for the financial turn-around of the club through sales and marketing, management, and building customer relations
- Increased customer service scores each year by 21%

Eastgate Motel Company / Brilyn Inc., Cincinnati, Ohio
 DBA Hampton Inn Cincinnati Eastgate
General Manager / Area Manager

1999 to 2012

Responsible for profit attainment, financial and operational planning, payroll and employee performance. Well-developed management skills. Utilize all assets and resources available, maximizing employee productivity and performance to achieve corporate goals and objectives. Responsible for the direction and supervision of the Michigan/Ohio properties.

- Purchased the entire Furniture, Fixture, and equipment for the opening of the hotel in excess of \$950,000
- Increase Revpar by an average of 8.1% per year over year
- Led the company in sales growth 10 out of 12 years
- Received 6 consecutive outstanding inspections from Hilton hotels. I was awarded the wall of fame for this performance
- Received Hotel of The Year for the Brilyn company
- Decreased turnover by 12% each of the last 5 years
- Property and Staff meet all OSHA requirements
- Maintain a safety team to minimize risk for workers compensation claims
- Property ranked in the top 30% of the entire brand (1562 properties)

Education

University of Phoenix, Phoenix, Arizona
A.A., Criminal Justice
B.S., Psychology
 GPA: 3.28

2009

2011

Skills

- Vice-Chairman for the Clermont County Board of Health
- Proficient in Goldmine sales software
- Proficient in Sales Pro sales software
- Proficient in Salesforce sales software
- Proficient in nCino sales software