



**EMBASSY SUITES
HOTELS®**

Rick McCue
Vice President of Brand Performance and Support
Embassy Suites Hotels

As vice president of brand performance and support, Rick McCue oversees the Embassy brand's regional hotel performance support (HPS) team in sales, marketing, and operations support. Additionally, McCue guides the revenue management team to ensure hotels are correctly priced, appropriately positioned and are proactively driving for success. Along with these critical functions, McCue also provides direction to the new product and service development, customer relationship management and training, operational support, brand sales and distribution and new brand openings teams. McCue's overarching goal is for his team is to provide the guidance, training, tools and resources for all hotels and ownership groups.

A twelve-year veteran of Hilton Hotels Corporation, McCue's most previous role was that of senior director, eDistribution marketing, where he managed the Hilton Family's online presence and was responsible for assisting each brand develop and implement their online strategies. Prior to eDistribution, McCue held several positions with the Hampton Hotels brand including senior director, brand sales and revenue integration; director, key accounts; regional director, hotel performance support; and regional director, hotel marketing support for Hampton brand management.

Currently, McCue's principle objective is to make sure all Embassy Suites Hotels are positioned for strong revenue and market share growth under all economic and market conditions through top-notch sales and marketing efforts at the hotel level, excellent revenue management strategies, exceptional guest service and a differentiated hotel product that resonates with the target Embassy guest for today and the future. Through his experience in managing and implementing the use of the Hilton Family tools, McCue aims to ensure each Embassy Suites Hotel is taking advantage of every opportunity available.

A native of New York City, McCue has managed hotels in a variety of both full and focused service brands and has experience in multi-property roles for several management companies. He is a Certified Hotel Administrator receiving certification from the American Hotel Management Association. He resides in Germantown, Tennessee, with his wife, Joyce and daughter Lori.