


Stacy Silver, ISHC  
Female Entrepreneur & Hospitality Leader

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 Weston, FL



## Experience


### **School of Hotel Administration at Cornell University**

Visiting Professor of Practice, Experiential Networking

 July 2021 – Present


### **Silver Hospitality Group, LLC**

President

 December 2011 – Present

- Leads Hospitality Consulting firm specializing in building revenue and profitability for hospitality companies through targeted industry relations outreach, creative marketing solutions, and specialty events. The firm and its network provide unparalleled experience and relationships in all facets of hospitality.
- Created Revenue Strategy Summit (RSS) in partnership with Duetto


### **Questex Media Group**

 August 2007 - December 2011

- Held various positions including Director Business Development; Executive Director, Digital Media; Executive Director, Events and Executive Director, HotelWorld Network

- Created new revenue opportunities and developed new products to enhance existing publications and digital offerings.
- Responsible for increasing digital revenue by creating new content-based products including 100 Days to Fight the Recession
- Drove event development, management, sales, and profitability.
- Created new events including Distressed Hotels Summit and Transform

### **ICD Publications**

 May 1992 – August 2007

- Held various positions including Assistant Advertising Sales, Advertising Sales Manager, Director of New Business, Publisher, and Vice President, Hospitality Group
- Responsible for new product development, editorial focus and led sales team for the Hospitality Group
- Created The Green Book, first comprehensive guide with listings of top management, ownership, brands, REITs in the industry.
- Led team responsible for envisioning and creating hotelbusiness.com along with first online advertising opportunities in the industry.

## Education

- Bachelor of Science, Communications, SUNY Oneonta

## Accomplishments

- Being Named one of Hotel Management's 30 Most Influential Women in Hospitality
- Appointed to Thayer Ventures Board of Advisors
- Frequent Speaker at Industry Events and Roundtables

## Skills

Hard-working • Persuasive • Motivator • Marketer • Strategic Thinker and Planner • Customer Engagement and Relations

## Words to Live By

“Being authentic is more important than being right or perfect.”