
Cathy Cheatham, MHM, CHIA, CHE

cacheatham@uh.edu

EDUCATION:

University of Houston May 2016
Master of Science Hospitality Management, Conrad N. Hilton College of Global Hospitality Leadership

University of Houston May 1989
Bachelor of Science, Conrad N. Hilton College of Global Hospitality Leadership
Minor in Psychology

ACADEMIC AND PROFESSIONAL EXPERIENCE:

University of Houston Houston, TX
Conrad N. Hilton College of Global Hospitality Leadership

Instructional Assistant Professor November 2017 – present
Lecturer August 2013 – November 2017

Teaching Experience:

- Lodging Management (revised)
- Hotel Operations w/Labs (developed)
- Hotel Renovation, Design and Pre-Opening (developed)
- Hotel Marketing New York Style (revised, integrating more Alumnus networking at Alumni hotels)
- Advanced Lodging Operations / Capstone (developed)
- Revenue Management (developed)
- Rooms and Housekeeping Management (revised)
- Advanced Revenue Management (revised)
- Food Service and Production and Ops II (revised)
- Executive in Residence Day – *student organized event* (developed)
- Hilton College Olympics – *student organized event* (developed)
- STR Student Market Study Competition at Hotel Experience NYC- *Co-Advisor (2017- Present)*

Hilton University of Houston
Hotel Manager

Houston, TX
July 2021 – Present

Director of Rooms

January 2018 – July 2021

Responsibilities:

- Oversee the daily operations of the hotel, ensuring that guests have a positive experience, and that the hotel is operating efficiently
- Facilitate Rooms Division Internship program training and developing student Leaders in Housekeeping and Guest Services

Fertitta Hospitality
Hilton Galveston Island Resort

Galveston, TX

Front Office Manager

May 2012 – August 2013

Responsibilities:

- Responsible for ensuring the operation of the Guest Services, Concierge and Uniformed Services in an attentive, friendly, efficient and courteous manner, providing all guests with quality service prior to and throughout their stay, while maximizing room revenue and occupancy. Also serving as Manager on Duty when necessary.

Interstate Hotels & Resorts
Hilton Houston North

Houston, TX

Revenue Manager/Inventory Control September 2011 – May 2012

Responsibilities:

- Administration and management of guest reservations, group bookings and group coordinator, also provide relief Manager on Duty coverage.

1859 Historic Hotels, Ltd.
South Shore Harbour Resort

League City, TX

Executive Assistant Manager

September 2001 – April 2011

Responsibilities:

- Responsible for overseeing daily hotel operations, training, and employee development in all areas. Directly responsible for Rooms division and Food & Beverage staff. Administered New Hire Orientation & Customer Service Training, pre-screening all applicants and facilitating Human Resource related functions.

Cyntercon Technology Advisors

Gaithersburg, MD

Systems Engineering Consultant

January 2001 - September 2001

Responsibilities:

- Provide industry research, advisory services and education resources on all aspects of technology for companies in the hospitality and foodservice industry. Projects involved include: Project Management of I/T systems rollout at Sandy Lane Resort, St. James, Barbados. POS upgrade and ERP selection/implementation for Saltgrass Steakhouse, Houston, Texas.

Bradford School of Business

Houston, TX

Director of Education

July 1999 – January 2001

Responsibilities:

- Hiring, training, and development of Instructors; maintain accreditation criteria and licensing standards per state and federal guidelines; update and maintain student files and records, council students,
- work closely with placement department to ensure all students are placed
- accept/reject admissions applications; develop curricula and syllabi for all programs.

Cyntergy Corporation

Gaithersburg, MD

Project Manager

July 1997 – June 1999

Responsibilities:

- Coordination of I/T Staff performing PMS application rollout in the Hospitality industry as well as continuous education of staff, updating training materials and documentation.

I/T Manager

Responsibilities:

- Project Supervisor of I/T Staff; scheduling, deployment, training and trouble-shooting for installation of software systems in the hospitality industry.

I/T Analyst

Responsibilities:

- Training (Software Instruction, Interfaces and Hardware Installation) and Employee Development of I/T staff. Also responsible for formulation of teaching outlines and instructional methods as well as project manuals and documentation.

Omni Hotels & Resorts

Omni Tucson National Golf Resort & Spa

Tucson, AZ
October 1995 – July 1997

Director of Housekeeping

Responsibilities:

- Maintaining an overall clean and safe property
- Establishing quality control and utilizing the proper equipment and supplies for the efficient and economical operation of the resort.
- Responsible for training and development of staff.

Front Office Manager

Responsibilities:

- Operations, training, and employee development in all Front Office areas including Bellstand, Valet, Concierge, and Reception.

Guest Services Manager

Responsibilities:

- Ensure daily operation of all Guest Service areas as well as Manager on Duty status.

The Westin Santa Clara

Santa Clara, CA

Restaurant Manager

January 1995 – September 1995

Responsibilities:

- Pre-Opening of new build restaurant operations, training of staff, forecasting, holiday brunches, marketing and menu development.

The Westin Shanghai

Shanghai, PRC CHINA

Assistant Front Office Manager

January 1994 – December 1994

Responsibilities:

- Training of staff on PMS Software application and overseeing operations in the areas of: Front Office Operations, PABX, Business Center, Executive Lounge and Group Reservation Coordination.

The Westin Hotels Houston

Westin Galleria and Westin Oaks Hotels

Houston, TX

December 1991-January 1994

Assistant Front Office Manager / Night Manager

Responsibilities:

- Ensure daily operation of Front Office areas as well as Hotel Manager on Duty status.
- Responsible for training of Front Office staff as well as formulation of teaching outlines and instructional methods.

Restaurant Manager

Responsibilities:

- Responsible for scheduling, forecasting, training, and maintaining hotel standards in Dining room.

Food and Beverage Relief Manager

Responsibilities:

- Provided relief coverage in restaurants, bar, and nightclub, as well as organizing Holiday Brunches and special promotions.

PUBLICATIONS:

1. *Beiza A, *Mohammad ZH, **Cheatham C**, and Sirsat SA. Quantifying hotel room cleaning and sanitation methods during a pandemic using microbial and ATP meter data. *The National Environmental Health Association's Annual Educational Conference*, Spokane, WA, June 2022.
2. *Beiza A, *Mohammad ZH, **Cheatham C**, and Sirsat SA. Microbial and ATP meter data comparison before and after hotel room cleaning and sanitizing in a pandemic context. *27th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Houston, TX, January 6-8, 2022.

SERVICE AS FACULTY:

Faculty Advisor Roles:

Hotel & Lodging Association of Greater Houston- UH Student Chapter

Responsibilities

2015 – Present

- Year over year the largest RSO *Registered Student Organization* in the Hilton College

- Formerly known as the HMS *Hotel Management Society*, integrated with the Parent chapter of the Hotel & Lodging Association of Greater Houston in 2016.
- Student planned monthly meetings, socials and philanthropy volunteerism
- Industry Panels throughout each semester inviting all HC students
- Planned and implemented tours of Houston area hotels, to expose students to career opportunities locally.
- Planned and implemented travel trips to visit Alumnus, networking and visit hotels in areas outside of Houston all whom are seeking our students as Interns and for management opportunities after graduation. Areas visited: Austin, San Antonio, Fredericksburg, Dallas, New Orleans, Lake Charles, Horseshoe Bay.
- Represent HC and encourage student involvement/participation in parent chapter meetings and monthly educational seminars of the Hotel Association
- Planned and implemented 2017 “Converge on the Capital” in conjunction with the Hotel Association to bring a group of students to experience meeting with our state representatives in Austin, and advise them of tourism concerns.
- Organized and facilitated 40-50 Student Volunteers to assist with the Hotel Association’s Annual Hospitality on Parade Gala benefitting the students at the Hilton College.

Hilton College Olympics

Responsibilities

2019 – Present

- Coordinate and organize Olympics activities, participants and industry judges
- procure awards gifts, grand prize and goody bags for participants
- work with hotel staff during set up and break down of event
- serve as Emcee during event

Executive in Residence Day – Panel Discussion

Responsibilities

2019

- Coordinate and facilitate Industry professionals for a panel discussion on current industry issues, providing unique professional insight to students from a real world perspective.

Gourmet Night

Responsibilities

2018 - Present

- Served as Volunteer during Registration of guests, giving recognition to Alumnus attending event.

SERVICE (con't):

STR Student Market Study Competition at Hotel Experience in NYC

Co-Advisor (2017- Present)

- Served as Co-Advisor to our Undergraduate and Graduate teams competing where they analyze various types of hotel and tourism data. Teams will then deliver a professional-quality presentation based on their findings to a panel of senior-level industry judges at the Hotel Experience Show in NYC.

Castel@College

Facilitator (2018 – Present)

- Facilitated and Organized having Castel@College Panel during my classtime each Fall and Spring semester.
- Castel@College assists hospitality students envision future career opportunities and life successes.
- The **Castell** programs amplify the AHLA Foundation's commitment to diversity, equity and inclusion with a focus on advancing women in hospitality.

BOARDS & COMMITTEES:

- Served as co-advisor on Thesis paper: Regional disposition towards Hotel Stay Satisfaction: Focusing on Customer Location through Spatial Analysis.
- Served as co-advisor and assisted with collection data for paper: Quantifying hotel room cleaning and sanitation methods during a pandemic using microbial ATP meter data.
- Serve on the University Admissions Appeals Committee, annually
- Industry Judge for Bauer College Marketing and Entrepreneurship Department Business Communications Project, annually
- Served on College Lodging Curriculum Committee
- Chairperson of Hotel Operations Curriculum Subcommittee
- Served on the Annual Evaluation of Service Committee
- Serve as Faculty Advisor for the Hotel & Lodging Association of Greater Houston-UH Student Chapter (HLAGH-UH)
- Serve as Supervisor Team Leader on Hilton UH Ride Out Team
- Nomination Judge for the Hospitality on Parade awards for the Hotel Association, annually since 2018.
- Serve as Industry Judge for Texas DECA State Career Development Conference, annually
- Taught Houskeeping courses at the THLA Short Course, annually since 2018
- Served as Guest Speaker for Diageo “Learning Skills for Life” Course in Spring, Summer and Fall of 2018 and 2019
- Organized and Led the Hilton College Day of Service at the Covenant House, September 2019.

AWARDS & CERTIFICATIONS:

- Recipient of the 2020 Distinguished Faculty/Staff Award
- Certified Hotel Educator, CHE 2017
- Certified Hospitality Industry Analytics, CHIA 2017
- Life Member, University of Houston Alumni Association
- Past Board of Directors, Hilton College Alumni Association
- Past President, Hilton College Alumni Association

Faculty Search Committee (Member)

Outcomes:

- Hired Katie Gnapp, Reba Haskell

Attendance at most college functions including:

- Eric's Club
- Dean's Advisory Board
- Gourmet Night Volunteer
- Graduation
- Executive in Residence
- Alumni Awards
- Faculty / Staff Awards / Rally
- Day of Service
- Hilton Hangout
- Sophomore Social

Undergraduate and Graduate Student Mentoring

- Open avenues of Internships and jobs for current students and upon graduation through networking with Hotel Association events
- Open avenues of Internships and jobs for current students and upon graduation through networking from HLAGH-UH Travel trips to locations outside of Houston.
- Mentoring students through the Rooms division Internship at Hilton UH
- Facilitated renewed partnership with Marriott Recruiting, leading to more opportunities for our students to tour Marriott properties leading to Internships and our students placed in Voyager program
- Open avenues of career opportunities for current students through networking in New York, during NYC trips.

Course and Program Development and/or Revision

- GHIL 1367 Lodging Management. Revised Lodging Labs within Hilton UH to include more hands on participation and Instruction.
- GHIL Advance Hotel Operations / Capstone. Revised format to include students being exposed to managers in Hilton UH, students visiting and networking with other types hotels (resorts, convention/conference, suburban, boutique, historic). Revised format to virtual during Covid to include Virtual visits with hotel executives from all over the US.
- GHIL3440 Hotel Operations. Revised format in 2022 to include in-person labs for students to rotate through all the hotel departments exposing them to all the career opportunities within a hotel, giving students the option to perform these labs onsite at Hilton UH or at a hotel of their choosing offsite. This new format proved most beneficial for our students who preferred an online version of this course (who mostly were living and working remotely), 60% of our students chose to do their on campus labs.
- GHIL 3448 Revenue Management. Revised format to include REVSIM, a simulation RM software. Revised again with Covid to include a hands-on simulation project in conjunction with Kriya RevGen, delivered virtually. Post Covid revised format to include hands-on real world RM analytics.
- GHIL 3153 / 6153. Revised hotel tours to include unique hotel tours in NYC area to expand our students imagination as to industry opportunities (TWA Hotel) and exposed students to more Alumnus in the NYC area (The Plaza).

SERVICE AS STAFF:

Hotel Staff Search Committee (Member)

Outcomes:

- Hired Travis McIntire, Sarah Lawson, Brooke Kearby-Saner, all Full-Time Housekeepers, Supervisors, Night Auditors, etc.

Mentor Students in Rooms Division Internship

Outcomes:

- Conduct all interviews and Counseling for Interns, that make up 70% of our Team Members at the Hilton UH
- Average 8 students at Front Desk and 12 students in Housekeeping each semester, thus providing Internship hours and work experience for our Undergraduate and Graduate students