

HERBERT LYMAN

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DIRECTOR OF BUSINESS DEVELOPMENT

RELATIONSHIP MANAGEMENT | MARKET RESEARCH | TERRITORY MANAGEMENT

SUMMARY OF QUALIFICATIONS

- **Strategic business developer** with a successful track record in spearheading comprehensive business and marketing initiatives that drive growth and maximize profits in diverse luxury markets.
- **Results-driven critical thinker** who is an expert at forecasting competitor and revenue trends, identifying new business opportunities, and developing innovative sales strategies that align with customer demands.
- **Collaborative leader** with expertise in fostering key relationships across all levels of an organization, including executive team members, outside stakeholders/vendors, and affluent customers, and aligning resources to exceed sales targets and business goals.

KEY ACHIEVEMENTS

Exceeded the \$2.1M in annual revenue quota for Palm Beach International Raceway by establishing a local corporate program in partnership with top destination management companies and luxury hotel partners. (PBIR)

Generated \$300K in additional annual revenue by creating a golf group booking sales program. (Ritz Carlton)

PROFESSIONAL EXPERIENCE

Palm Beach International Raceway | November 2017 – Present

Director of Business Development | Jupiter, FL

Oversee and direct all operations for soliciting, contracting, and executing corporate programs within the sports and luxury markets, including coordinating 300+ annual events, to generate business growth and maximize company profits with a team of 18 direct reports.

- Coordinate cross-functionally with the senior management team in devising and implementing innovative marketing strategies by aligning initiatives with specific market needs
- Design and execute multiple, large-scale Luxury Vehicle Manufacturer program events annually with brands such as Porsche, Audi, Ferrari, and Rolls-Royce; oversee all operations including, event scheduling, organizing transport deliveries and storage, dealer sales training, etc. to ensure an optimal consumer experience
- Cultivate a strategic global network of executive-level clients, third-party vendors, racing organizations, top manufacturers, and hospitality companies across the world by continuously delivering a quality customer program experience; integrate referral initiatives to source new program opportunities and retain client base
- Conduct in-depth market research on competitor and industry trends to identify new business opportunities; leverage insights to develop innovative programs that cater to current market and customer demands

PGA National Resort & Spa | October 2008 – November 2017

Golf Sales Manager | Palm Beach Gardens, FL

Spearheaded strategic business and sales initiatives to promote the resort's group business bookings and exceed the annual \$2.14M quota in golf revenue. Directed all operations for a variety of programs, including local, charity, and corporate events with 12-1000+ attendees. Managed a direct team of five.

- Researched and analyzed corporate and non-profit markets to detect potential business opportunities; solicited group businesses that were favorable to the resort's bottom-line and increased overall company profits by 35%
- Served as the main liaison between leisure guests, clients, and the resort management to ensure a seamless and quality customer experience

CONTINUED

The Ritz Carlton Golf Club and Spa | 2007 – 2008

Golf Membership Executive & Golf Sales Manager | *Jupiter, FL*

Oversaw all sales operations, including launching direct marketing strategies, coordinating local chamber and customer events, and managing all in-house sales channels to drive new business within the luxury golf market.

- Built a group booking sales program from the ground up and generated \$300K in annual group golf revenue; implemented a concierge service and incentives to drive group booking golf sales
- Brought in \$2.5M in golf membership revenue by creating a sales pipeline and maximizing the current membership database; reached out to prospective clients and presented top services
- Created and spearheaded the implementation of a Golf Sales Manager position to focus on generating revenue from the high-end corporate market

ADDITIONAL EXPERIENCE

Golf Sales Manager | Doral Golf Resort & Spa | *Miami, FL*

AREAS OF EXPERTISE

Business & Sales Operations: New Business & Territory Development | Operations Management | Strategic Planning | Revenue & Lead Generation | Market Research & Forecasting | P&L & Budgeting | Data Analysis | Vendor & Resource Management | Key Client Retention & Acquisition | Customer Relations | Community Outreach

Leadership: Territory Management | Account Management | Program & Event Management | Training & Development | Team Management | Relationship Building | Partnership Management | Cross-Functional Collaboration

EDUCATION

Bachelor of Arts in Business Administration | University of Miami | *Coral Gables, FL*