

JOSEPH MADDOX

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GENERAL MANAGER | FULL-SERVICE LIFESTYLE HOTELS

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EXECUTIVE PROFILE

Service-driven General Manager with full P&L; responsibility across complex, full-service lifestyle hotels. Passionate about building authentic, hospitality-centered cultures where teams are empowered to exceed guest expectations. Currently stewarding \$280M+ portfolio (900K sq ft, 521 keys) across four luxury lifestyle properties while consistently exceeding budgeted financial objectives (GOP 8-10% above targets, 70% flow-through). Transformed The Warrior Hotel (Autograph Collection)—a \$70M mixed-use development—from underperforming to #1 in Iowa in one year through hands-on leadership, staff development, and operational discipline. Builds high-performing teams achieving 80% retention vs. 50% industry average.

PROFESSIONAL EXPERIENCE

GENERAL MANAGER

Hotel Julien Dubuque (Independent Boutique) | Dubuque, IA | September 2024–Present

Full P&L; responsibility for 133-key AAA historic boutique hotel (15K sq. ft. meeting/event space, Full Service Restaurant, Cocktail Lounge, Full Service Spa). Recruiting, training, and leading cross-functional team of 135 associates. \$9M annual operating budget.

- Exceeded budgeted financial objectives: delivered 12% GOPPAR growth with 70% rooms flow-through, achieving GOP 8% above ownership targets; achieved RevPAR Index 116, outperforming comp set by 230 basis points
- Built service-oriented culture earning 2025 Chamber Business of the Year within nine months; achieved #1 TripAdvisor ranking by driving NPS up 12 points through staff training and authentic guest engagement
- Recovered \$500K in outstanding receivables and grew banquet/event revenue \$300K through sales accountability and hands-on revenue management; rooms pacing \$600K ahead YoY
- Reduced labor costs 10% while increasing employee engagement 27 points and maintaining 80% retention through intentional scheduling, career development, and team-first culture

REGIONAL DIRECTOR OF OPERATIONS

Four-Property Luxury Lifestyle Portfolio | Multiple Locations, IA | September 2024–August 2025

Strategic oversight of \$250M mixed-use portfolio (750,000 sq. ft., 521 keys, 500+ associates). Provided operational counsel on staffing, asset preservation, and vendor/contractor relationships.

- Oversaw asset preservation priorities including maintenance planning, capital improvements, and Common Area Maintenance coordination with retail tenants and contractors
- Drove 24% increase in leadership retention by designing career pathing for 20 managers; built succession pipeline ensuring service continuity across properties
- Engineered 22 revenue-driving activations resulting in 6% portfolio-wide TRevPAR increase while maintaining brand standards across Marriott and independent properties

GENERAL MANAGER

The Warrior Hotel (Autograph Collection) | Sioux City, IA | November 2022–September 2024

Full P&L; responsibility for 148-key AAA Four Diamond luxury lifestyle hotel within \$70M mixed-use development (225,000 sq. ft., 22 residences, Full Service Steak House, Spa, Rooftop Bar, Bowling Lounge). Recruited, trained, and led 156-person team. \$10M operating budget.

- Transformed underperforming asset into #1 U.S. News & World Report Hotel in Iowa within one year (maintained two consecutive years) and AAA Four Diamond status through hands-on leadership and brand standard excellence
- Delivered financial results exceeding budgeted objectives: 18% TRevPAR growth, 12% GOPPAR growth, GOP 10% above ownership targets; generated 25% RevPAR lift and 19.6% RGI improvement (106 to 145)
- Ensured events and conferences ran smoothly; executed 6-week community relaunch attracting 2,000 attendees, generating \$200K auxiliary F&B; spend across four outlet concepts
- Increased guest satisfaction 20% YoY and NPS by 24 points by empowering staff to resolve guest concerns authentically; built service culture prioritizing internal and external stakeholders
- Maintained safe and secure environment; ensured compliance with licensing, health and safety regulations; coordinated with contractors and vendors on asset preservation and renovations

ASSISTANT GENERAL MANAGER

The Warrior Hotel (Autograph Collection) | Sioux City, IA | April 2022–November 2022

- Promoted to General Manager after 7 months based on operational turnaround: rebuilt Housekeeping team (10-minute MPR improvement), established training standards, and launched four F&B; concepts elevating guest experience

OPENING FRONT OFFICE LEADERSHIP

Hotel Chauncey & Hotel Vetro (Dual Hilton Tapestry Collection) | Iowa City, IA | July 2021–February 2022

- Executed dual-property brand conversion ensuring compliance with Hilton brand guidelines and standards; established training systems achieving guest satisfaction 10 points above brand average

FOUNDER & PRINCIPAL CONSULTANT

Joseph Maddox Consulting | New York, NY | July 2015–June 2021

- Led process redesign for 50+ organizations including CNN, Lego, NBC; identified \$2M+ in operational waste; managed events up to \$1.2M budget with full accountability for flawless execution

EDUCATION & CREDENTIALS

Carnegie Mellon University – Bachelor of Fine Arts (BFA), Theatre & Dramatic Arts

Certifications: ServSafe Food Protection Manager | Certified Pool Operator (CPO)

AWARDS & RECOGNITION

- Business of the Year (2025) – Hotel Julien Dubuque | Dubuque Area Chamber of Commerce
- Top Hotel in Iowa (2024, 2025) – The Warrior Hotel | U.S. News & World Report
- AAA Four Diamond Award (2023–2025) – The Warrior Hotel

BOARD LEADERSHIP & COMMUNITY ENGAGEMENT

Dubuque Area Chamber of Commerce (Board Member) | Julien Dubuque International Film Festival (Board Member) | John Deere Day (Committee Leader)

SYSTEMS PROFICIENCY

Brand Systems: Marriott Lightspeed, Hilton OnQ, Opera Cloud, Micros Symphony, Quore

Financial: ProfitSword, Hotel Effectiveness (Labor), M3, Microsoft Excel (Advanced)

Revenue & Asset Management: Demand 360, Agency 360, Lighthouse, Yardi