

# JOSEPH MADDOX

## HOSPITALITY EXECUTIVE

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### PROFESSIONAL SUMMARY

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Award-winning General Manager who secured the U.S. News & World Report #1 Hotel in Iowa ranking (2024, 2025). Unites financial rigor with Carnegie Mellon-trained Theatrical Experience Design—the discipline that transforms service into hospitality. Results: 70% rooms flow-through, 18% TRevPAR growth, \$1M+ incremental revenue, and 24% increase in leadership retention.

### PROFESSIONAL EXPERIENCE

#### **General Manager | Hotel Julien Dubuque (Independent) | Dubuque, IA | 2024–Present**

*133-key AAA historic boutique, Iowa's oldest hotel. Restaurant, cocktail lounge, spa, 15,000 sq. ft. meeting space. Led 135-person team with \$9M annual operating budget.*

- Increased TRevPAR 5% and GOPPAR 12% YoY; achieved 70% rooms flow-through and GOP 8% above ownership target through labor optimization and expense discipline.
- Rooms pacing \$600K ahead YOY through dedicated 1:1 business outreach, building off of the 2025 Business of the Year recognition.
- Dominates the market with a RevPAR Index 116, generating \$210K direct revenue via hypersegmented email marketing. Achieved 5.1% RevPAR growth YTD, doubling the competitive set's growth rate (2.3%).
- Grew banquet revenue by \$300K and improved wedding profitability by 30%.
- Recovered \$500K in outstanding receivables, significantly improving asset cash flow.
- Reduced labor costs by 10% while maintaining 80% retention, 8 internal promotions, and a 27-point engagement increase.
- Orchestrated guest experience transformation driving NPS up 12 points and achieving #1 TripAdvisor ranking.

#### **The Warrior Hotel, Autograph Collection (Marriott) | Sioux City, IA | 2022–2025**

*148-key AAA Four Diamond luxury lifestyle hotel with 22 lofts. Steakhouse, bowling lounge, rooftop bar, spa, 18,000 sq. ft. meeting space. Led 145-person team with \$10M annual operating budget.*

#### **Regional Director of Operations (Concurrent/Consulting) (Sept 2024 – Aug 2025)**

*Concurrent with Hotel Julien GM role. Oversight of four-property luxury lifestyle portfolio (521 keys and 58,000 sq. ft. of event space) including Hotel Julien Dubuque, The Warrior Hotel, Hotel Blackhawk, and Hotel St. Louis. Directed operations, financials, and culture for 500+ associates.*

- Engineered 22 activations resulting in a TRevPAR increase of 6% across the portfolio.
- Drove a 24% retention increase in leadership positions by implementing a data-driven career pathing strategy for 20 managers and supervisors.

#### **General Manager (Nov 2022 – Sept 2024)**

- Achieved an 18% TRevPAR increase and a 12% GOPPAR increase by implementing novel programming, hypersegmentation, and strategic labor discipline, delivering GOP 10% above ownership targets.
- Delivered 25% RevPAR lift and 19.6% RGI improvement through channel optimization and sales strategy.
- Transformed underperforming asset to U.S. News & World Report #1 Hotel in Iowa (2024, 2025) and maintained AAA Four Diamond certification.
- Orchestrated 6-week community relaunch with ribbon cutting attracting 2,000 attendees, generating \$200K auxiliary spend over 5 months.
- Reduced labor to 33% of revenue through strategic labor planning and scheduling.
- Elevated guest satisfaction scores 20% YoY and increased NPS 24 points via guest recovery programs and service culture transformation.
- Mentored 14 associates to supervisor and manager positions; rebuilt high-performing leadership team from the ground up.

### **Assistant General Manager** (April 2022 – Nov 2022)

- Rebuilt Housekeeping department from the ground up, improving MPR by 10 minutes by strategically creating new linen closets, developing appreciation programs, and deploying custom training materials.
- Transformed F&B operations by developing four new menu concepts and leveraging employee engagement through new recognition programs.

### **Opening Front Office Leadership | Dual Hilton Tapestry Collection | Iowa City, IA | 2021–2022**

*107 keys across two independent boutique hotels (Chauncey & Vetro) converted to Hilton Tapestry assets.*

- Executed operational conversion to Hilton brand standards, implementing OnQ systems with zero business downtime and full revenue continuity.
- Achieved guest satisfaction 10 points above brand average immediately post-launch.

### **Founder & Principal Consultant | Joseph Maddox Consulting | New York, NY | 2015–2021**

*Strategic consultancy focused on B2B SaaS, Onsite Customer Success, and Organizational Transformation for 50+ organizations, including CNN, Lego, NBC, and hospitality clients.*

- Directed research and contributed strategic frameworks to organizational transformation projects for Fortune 50 clients, identifying \$2M+ in annualized operational waste through process re-engineering.
- Managed \$500,000+ financial projects and executed complex luxury events including galas up to \$1.2 million.

## **EDUCATION & CREDENTIALS**

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

**University of Iowa** | Sociology Coursework

**Certifications:** ServSafe Manager | Certified Pool Operator (CPO)

## **AWARDS & ACCOLADES**

- U.S. News & World Report: Top Hotel in Iowa (2024 & 2025)
- Dubuque Area Chamber of Commerce: Business of the Year (2025)
- AAA Four Diamond Award (2023–2025)
- Siouxland Choice Award: Best Hotel (2024)

## **BOARD LEADERSHIP & COMMUNITY IMPACT**

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Dubuque Chamber of Commerce: Board Member (2025–Present) | John Deere Day: Committee Leader (2025–Present) | Julien Dubuque International Film Festival: Board Member (2024–Present) | Warriors of Siouxland: Community Leader (2023–2025)

## **SYSTEMS & TECHNICAL SKILLS**

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**Property & Operations:** Marriott Lightspeed PMS, Hilton OnQ, Micros, Opera Cloud, ProfitSword, Hotel Effectiveness, Quore, Yardi, ADP Time & Labor

**Revenue & Intelligence:** Demand 360, Agency 360, Lighthouse