



BIOGRAPHY

Jay Morgan Smith Director of Sales

Beverly Hills, CA July 2009 - Jay Morgan Smith is the newly appointed Director of Sales at the world-renowned Beverly Hilton. It is a homecoming for Smith, as he served as Director of Business Travel Sales at the hotel in the late 1990's. Today, as Director of Sales at the Mobil Four-Star 569-room Beverly Hilton, Smith is responsible for growing and managing the business development strategies amongst the corporate, tour and travel, transient, and group markets.

Smith has an accomplished background in the Southern California hotel industry defined by his tenure and strength in all market segments. Most recently, he was the Director of Sales & Marketing at the Hotel Oceana in Santa Monica. Previous Director of Sales postings included the InterContinental Los Angeles Century City and the Hilton Long Beach & Executive Meeting Center. Time spent at Starwood Hotels & Resorts was double duty as he was responsible for all aspects of group sales for both the St. Regis Los Angeles and Westin Century Plaza hotels. When at the Westwood Marquis Hotel & Gardens, Los Angeles his focus was travel agent sales. Smith's strength in revenue maximization originated from his early days as Director of Reservations for the Hotels of L'Ermitage International in West Hollywood and Reservation Manager at the Hotel Nikko at Beverly Hills.

Smith earned a Bachelor of Science degree in Hotel Administration from the University of Nevada at Las Vegas. He continues his commitment to the hospitality industry by actively participating in MPI (Meeting Planners International), (PCMA) Professional Convention Management Association, (NBTA) National Business Travel Association, and Association Forum Chicago.

He resides in Santa Monica with his wife and three children and considers time well spent on the field with his little league team.

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About The Beverly Hilton

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www.beverlyhilton.com

Opened in 1955 by distinguished hotelier Conrad Hilton, The Beverly Hilton has combined the excitement and entertainment of Hollywood with the prestige of Beverly Hills for over 50 years. Located at the world-famous intersection of Wilshire and Santa Monica Boulevards, the 570-room hotel features 101 suites including the nine private luxury suites within The Penthouse Collection. With more than 60,000 square feet of upscale indoor and open-air event space all on the lobby level, the hotel's famed International Ballroom is the centerpiece of the International Collection. Home of many notable annual events including the Golden Globe Awards, Oscar Nominee Luncheon and the Milken Institute's Global Conference, The Beverly Hilton offers three multi-faceted ballrooms, nine additional meeting rooms, an Executive Meeting Center with unrivaled technology by design to make any meeting a success.

Owned by entertainer Merv Griffin from 1987 to 2003, Beny Alagem and Oasis West Realty LLC purchased The Beverly Hilton in late 2003 immediately embarking on an \$80 million reinvention of the 8.9 acre property. Just as The Beverly Hilton defined luxury living when it opened, the newly redefined Beverly Hilton does so once again with the elegance and style considered synonymous with Beverly Hills.

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