

NEW GLOBAL DIRECTORS

JOIN THE 2018–2019



HFTP® GLOBAL BOARD

The **HFTP 2018–2019 Global Board of Directors** was installed during the association's 2018 Annual Convention and introduces new directors **Toni Bau, Carson Booth, CHTP** and **Mark Fancourt**. These extensive director profiles give insight into the distinguished professions and personal goals of HFTP's newest association leaders.

The HFTP Global Board volunteers its time and professional expertise to help guide and progress the association to the forefront of the hospitality industry as it carries out its strategic plan. The board is the primary decision-making body of the association.



TONI BAU

JOINS THE 2018–2019

HFTP GLOBAL BOARD



With many years of invaluable leadership at the local chapter level, the HFTP Global board is a natural next step for seasoned HFTP veteran and California denizen Toni Bau. She brings her own brand of leadership and a wealth of hospitality experience to the table of leaders from across the globe.

Bau is a hospitality finance professional who has been actively involved with HFTP right from when she first joined in 2004. Immediately, she served as a board member of the HFTP Los Angeles chapter, where she held positions as president, vice president, secretary and treasurer. In 2013, Bau was integral in the creation and charter of the HFTP Monterey chapter, and served as president for its first three years. The Monterey chapter went on to win the Chapter of the Year Award at the HFTP Annual Convention in 2016.

Bau's successful accounting career first began in the banking industry. It was after she had her (now 25-year-old) twins that she reentered the workforce in hospitality, by taking a job at the infamous Chateau Marmont in West Hollywood. "And I haven't looked back since," she says.

Bau has held many management positions over the years. She worked for The Standard Hotel and Mondrian Hotel in West Hollywood, prior to spending five years with the Kor Hotel Group (now the Proper brand) as controller at the Avalon and Maison 140 Hotels in Beverly Hills.

One of her favorite memories comes from the time she spent working in Beverly Hills. It was during a buyout of the storied, boutique

Avalon Hotel for the shooting of the hit film "Dreamgirls." During the production, she had the opportunity to meet the Academy Award-winning actor Jamie Foxx (and his new chocolate Doberman puppy).

Bau also worked for Joie de Vivre Hospitality as its multi-property controller at Hotel Erwin in Venice and Pacific Edge Hotel in Laguna Beach. Today, she is the director of finance with Portola Hotel and Spa in Monterey.

"I have been fortunate to work for many fantastic leaders, general managers and CEO's alike that set amazing examples on how to maintain the highest quality of care and accommodation for our guests, as well as how to empower and motivate employees within a supportive team environment."

Bau's collective experience has allowed her to participate in every aspect of hotel operations, with her major focus being on finance. She says, "I have been fortunate to work for many fantastic leaders, general managers and CEO's alike that set amazing examples on how to maintain the highest quality of care and accommodation for our guests, as well as how to empower and motivate employees within a supportive team environment."

Bau has always held the needs of her guests and others in high esteem, and hopes

to bring this with her to the HFTP Global board. "I think it is important to understand that there is no substitute for the provision of excellent service."

She displays this admiring tenacity in all aspects of her life, as a hospitality professional and volunteer — even as a three-time marathon runner ("I love to run," she declares) and proud, award-winning salsa maker.

Aside from her current responsibilities with the Portola Hotel and Spa and HFTP, Bau volunteers with the Monterey County Hospitality Association and holds a seat on the board of the Monterey County Convention and Visitors Bureau.

She also looks forward to acting as an agent of change during her time as an HFTP Global director. "I hope I can help make change, particularly by finding more ways to encourage the success of finance and technology students coming out of our university hospitality programs. They are the pipeline to our future. I think HFTP has the right people, and the devotion, to make this happen."

With indefatigable guidance from inspired Global board members like Bau, HFTP can continue to grow in its support of future hospitality leaders and the entire hospitality industry in general.



CARSON BOOTH, CHTP

JOINS THE 2018–2019

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Carson Booth, CHTP's illustrious hospitality career kicked off in the casino world of early-'90s Las Vegas at the famous Desert Inn, where he worked in accounting. It did not take much time at all before he found his way into the fields of management information systems (MIS) and information technology (IT). "Originally, I wanted to be an airline pilot," Booth recalls, "but shortly after my Desert Inn experience, I began traveling the world for ITT Sheraton and Starwood.

"It was early into these travels that I realized I had a wanderlust to continue meeting new people, and experiencing new cuisines and cultures. In many ways, my love of flying has been satisfied, but as the old Harry Capin Taxi lyric goes, 'And me, I'm flying in my taxi...'"

Today, Booth is a 27-year global veteran of the hospitality industry who has traveled to over 60 countries and currently resides in Berlin, Germany with his wife and daughter.

Booth has accumulated a wealth of professional experience over the years. He is the former global vice president of property technology for Starwood Hotels & Resorts Worldwide, where he led a diverse global team managing strategy, innovation and operations of associate- and guest-technology. He also concurrently served as general manager of Starwood's international licensing company.

From his time with Starwood, Booth recalls a memory of flying with Starwood's CEO and having a detailed discussion on the future of property technology – "Complete," he mus-

es, "with upside-down drawn diagrams."

Booth most recently made a transition to hospitality sales as the newly-appointed CEO at SnapShot GmbH, a hospitality data and application marketplace company with offices in Europe, Asia Pacific and the United States. This change in perspective will serve well to inform the HFTP Global board. "As a vendor," he states, "I can provide a more well-rounded view of the industry, and how HFTP is working to service all segments."

"I plan to focus on how HFTP continues to support and service the needs of vendors as well as its members — while ensuring we remain relevant and add value to these shows for our customers."

Over the past two decades, Booth has applied his professional experience to leadership positions within HFTP. He has attended a myriad of HFTP and HITEC events, previously served on the board, and presided as the advisory chair for the HITEC Amsterdam Education Advisory council twice.

Booth looks forward to his new tenure as a director on the HFTP Global board. "I will continue to support this association, primarily due to their nonprofit nature and desire to continually help educate the industry."

"I also appreciate HFTP taking leadership when it comes to [the EU's] GDPR and similar prevalent topics. Having a neutral voice to provide guidance to the industry is a real

benefit – as well as it is beneficial to have a group that seeks to serve the best interest of the industry."

He also hopes to tackle issues that he has long perceived within the industry – one being a certain lack of intrinsic value on the collection and use of data within the hospitality industry.

Another issue of particular interest to Booth is a need for consolidation. "I have had a long desire to see consolidation amongst the industry tradeshow. There are too many, and we are all constrained by limited time and funds," Booth contends. "As a vendor now, this rings even truer. I plan to focus on how HFTP continues to support and service the needs of vendors as well as its members – while ensuring we remain relevant and add value to these shows for our customers."

Booth sees the hospitality industry as an intimate, well-acquainted one. "It is great to have HFTP and HITEC as continuous magnets, as our colleagues come and go across organizations and locations. I believe I can offer something special back to not only the association, but also to the industry – just as my former mentor Jules Sieburgh did, the one who first brought me closer to HFTP."



MARK FANCOURT

JOINS THE 2018–2019

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Mark Fancourt's impressive 30-year career in hospitality has taken him all over the world; more specifically, to 45 countries on five different continents. His journey began in his hometown of Brisbane in Queensland, Australia, where his father was involved in the tourism industry; to Griffith University, where he earned his Master of Hospitality Management — and it has most recently brought him to Las Vegas, where he co-founded Testbed.Vegas.

This nonprofit organization focuses on dialogue, education and the exhibition of travel and hospitality technology in the robust Las Vegas market.

Fancourt understands these concepts of dialogue and education in hospitality very well. He has held executive leadership roles with global and regional oversight at a host of prestigious companies — including MGM, Fidelio, Micros, Pan Pacific, PPHG, and operational roles with Qantas, Sheraton and Hyatt — along with independent hotels, resorts and startup tech companies.

Having developed and managed bright minds in the hospitality technology sphere for the past two decades with teams from Dhaka all the way to San Francisco, Fancourt has gained great insight into the state of industry workers globally and the challenges they face. Throughout his career, he has steadfastly held to this valuable lesson: The role of technology is the key to ensuring both the survival of the art of hospitality, and the return of true guest service to the industry.

It is in technology, and in the creation of competitive advantage through technology, where Fancourt's passion lies.

He recalls a specific memory from the mid-1990s. At the time he was working in Phnom Penh, Cambodia for Fidelio and Intercontinental, who were opening the first international hotel in the city. Cambodia had just completed a United Nations peacekeeping mission to stabilize the country following the carnage of Pol Pot, and security was of great concern.

“It was a pivotal moment in my career, where I realized my place was out in the world, using my experience to grow young hoteliers in places where it was really going to have an impact.”

Enter the hospitality industry — one of the first to emerge on the chaotic scene.

“Even today, as I revisit this experience, I become emotional,” Fancourt says. “Cambodians had lost multiple members, generations, of their families. Here I was teaching these young Cambodians, and new hoteliers, the most advanced technologies the industry had ever seen — and yet, even in a mild storm, their homes would wash away. It was a pivotal point in my career, where I realized my place was out in the world, using my experience to grow young hoteliers in places where it was really going to have an impact.”

He sees where the industry can improve for these young hoteliers, as well. “In today's industry, technology workers are still not afforded the opportunities for leadership and organizational steerage that I believe are absolutely necessary in a world and industry that runs on technology,” says Fancourt. “Part of the challenge is in the nature and percep-

tion of technologists themselves. In reality, technologists are some of the more broadly capable and highly-taxed roles in the industry. I want to improve that perception and recognition of the discipline.”

Fancourt believes HFTP plays a major role in amplifying this effort on a much wider scale. “To me, HFTP is a people organization in an industry that is all about great people. The idea of fraternity amongst a group of people who are my peers, in terms of a role vertical within the industry, is appealing. Beyond that core value, I see that this organization plays a pivotal role in the development of people and serves as a voice of representation around two key functional areas of the industry that need a voice.”

Following an official vote at the HFTP 2018 Annual Convention, Fancourt joined the 2018–2019 HFTP Global board, adding his unique professional experiences to the future direction of HFTP. He most looks forward to improving the role of finance and technology personnel within the hospitality industry.

Beyond that core goal,” Fancourt says, “as an international hotelier, the growth of HFTP internationally — both its presence and its membership — is a priority.”

