

Raymond Cyrus

Nominated for Allied Director

Thank you very much for the nomination to be your Allied Director. I've discovered a deep passion for our business since I joined the hospitality industry two-and-a-half years ago, and I'm excited for the professional growth a position on the board will offer me.

If you attended the Annual Travel Conference last year, I was the person making sure you were in your seats on-time after every break. I chimed those chimes with enthusiasm and pride, and that is the kind of excitement I will bring to this board position.

I currently work for Embassy Suites in Brookfield as the Business Travel Sales Manager. I've been employed in customer service positions since 2008, starting in the retail industry, moving to automobile sales and finally landing in hospitality. My job is to provide our corporate clients a travel experience that meets or exceeds their expectations whenever they check-in to our hotel. That includes providing a rate that fits their budget, making sure their night is comfortable and clean and ensuring we have the amenities and services they need. My travel career started when the hotel was the Brookfield Suites. As a non-branded hotel, I had to quickly learn what the client expects of the hospitality industry. I received that knowledge by creating relationships with many travel managers and account managers from different travel agencies. Most of those partnerships are with current WBTA members.

Transitioning to a branded Hilton hotel this year was exciting, but came with its own difficulties and challenges, especially when it involved a full renovation. Having those relationships with so many people within the travel industry made the transition so much easier. This is an example of what I love so much about the travel industry – how meeting new people and forming professional connections can last an entire career.

Settled in New Berlin, my wife and I enjoy spending time with friends and family and traveling. Next year we are excited to be welcoming our first child into our family.

Joining the board of the WBTA will be the next step in my professional growth and I'm ready to meet the challenge. I pledge to help grow the organization, bring new and fresh ideas to the table, and listen to what your needs are. I will bring my dedication, passion, enthusiasm and professionalism to the position of Allied Director for the Wisconsin Business Travel Association.