

JOSEPH MADDOX

GENERAL MANAGER & HOSPITALITY EXECUTIVE

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EXECUTIVE PROFILE

Relationship-driven General Manager and visionary hospitality leader with a track record of transforming luxury properties into celebrated destinations—including the #1 Hotel in Iowa by U.S. News & World Report. Over 12 years shaping residential-caliber guest experiences across \$290M+ in assets, cultivating deep relationships with VVIPs and ultra-high-net-worth individuals—including Presidents, International Delegates, Celebrities, and Government Officials—where anticipatory service, discretion, and personal connection define every stay. Carnegie Mellon-trained in experience design with Fortune 50 consulting discipline; brings a visionary lens to residential luxury hospitality—crafting unforgettable stays that guests return to, talk about, and build their lives around.

AWARDS & RECOGNITION

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

PROFESSIONAL EXPERIENCE

GENERAL MANAGER

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

133-key AAA historic boutique (15K sq. ft. meeting/event space, restaurant, cocktail lounge, spa). 135 associates, \$9M budget.

- Shaped a residential-caliber guest experience at a nationally recognized independent boutique—building the service culture, programming cadence, and relationship equity that earned 2025 Chamber Business of the Year within nine months.
- Drove performance across all revenue streams: delivered 12% GOPPAR growth with 70% rooms flow-through, achieving GOP 8% above ownership targets; rooms pacing \$600K ahead YoY.
- Recovered \$500K in outstanding receivables and grew banquet/event revenue \$300K through sales accountability and elevated brand partnership engagement with local and regional partners.
- Reduced labor costs 10% while increasing employee engagement 27 points and maintaining 80% retention—building a team culture where associates are empowered to deliver unforgettable stays.
- Cultivated relationships with VVIPs, Celebrities, Government Officials, and ultra-high-net-worth guests; developed bespoke service protocols grounded in discretion, personalization, and anticipatory care.

REGIONAL DIRECTOR OF OPERATIONS & COMMUNITY ENGAGEMENT

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

Consulting engagement providing strategic operational oversight across a \$250M mixed-use portfolio (750,000 sq. ft., 521 keys, 500+ associates) spanning Marriott-branded and independent properties.

- Engineered 22 destination-activating events and community programming initiatives resulting in 6% portfolio-wide TRevPAR increase—demonstrating that thoughtful brand partnership and local engagement drive measurable performance.
- Drove 24% increase in leadership retention by designing career pathing for 20 managers; built succession pipeline ensuring service continuity and brand standard consistency across properties.
- Provided strategic counsel on staffing models, asset preservation, capital improvements, and tenant coordination—aligning operational decisions with long-term owner outcomes.

GENERAL MANAGER

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

148-key luxury lifestyle hotel within \$70M mixed-use development (225K sq. ft., 22 residences, steakhouse, spa, rooftop bar, bowling lounge). 156 associates, \$10M budget.

- Transformed an underperforming asset into a celebrated destination—earning #1 Hotel in Iowa by U.S. News & World Report within one year, sustained across two consecutive years, and AAA Four Diamond status.
- Delivered 18% TRevPAR growth, 12% GOPPAR growth, GOP 10% above ownership targets; generated 25% RevPAR lift and 19.6% RGI improvement (106 to 145).

- Built brand partnerships that elevated four distinct F&B; concepts and co-created a 6-week community relaunch attracting 2,000 attendees and generating \$200K in auxiliary F&B; spend.
- Elevated brand partnerships with local businesses, civic institutions, and regional influencers—embedding the property as the definitive luxury destination in its market.
- Delivered anticipatory, relationship-driven service for VVIPs, ultra-high-net-worth individuals, Celebrities, Presidents, and International Delegates—building guest loyalty through precision, discretion, and genuine personal connection.

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) and launched four F&B; concepts that redefined the property's residential 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; established guest experience systems achieving satisfaction scores 10 points above brand average from day one.

PRINCIPAL HOSPITALITY CONSULTANT & STRATEGIST

Maddox Services | New York, NY & Iowa City, IA | July 2015 – June 2021

- Partnered with global brands (CNN, Lego, NBC) to optimize organizational effectiveness through service design, experience architecture, and guest journey mapping.
- Advised independent hotels and event venues on operational structures that elevated brand positioning and aligned front-of-house behaviors with owner ROI targets.
- Directed large-scale event logistics with budgets up to \$1.2M; maintained full accountability for VVIP protocols, guest flow, and safety compliance across high-profile activations.

DIRECTOR OF PEOPLE & OPERATIONS

San Francisco Bay Area Theatre Company (SFBATCO) | New York, NY / Hybrid | June 2013 – July 2015

- Oversaw organizational design and operational infrastructure; managed patron experience, HR recruitment, front-of-house protocols, and production budgets.

EDUCATION & CREDENTIALS

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

University of Iowa — Sociology Coursework

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

Professional Development: Extensive Marriott GM Training (Marriott International)

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

LANGUAGE

English: Expert | **Spanish:** Novice | **AI Real-Time Translation Tools:** Expert