

## **HUGH M. DASCHBACH**

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With a proven track record of success in managing projects and cultivating dynamic customer and account relationships, I seek a challenging leadership position that will allow me to utilize my expertise in business development and project management. I possess a keen appreciation of working for an organization with strong ethics, values and a well-defined mission that focuses on serving the needs of customers and the community through hard work and service.

### **QUALIFICATIONS:**

- Dedication and drive as an ethical, hard-working individual
- Superlative communication and relationship-building skills
- Solid managerial and administrative experience
- Exceptional versatility and adaptability in a team environment
- Ability to manage multiple tasks in a high pressure environment

### **EXPERIENCE:**

#### **Senior Project Manager, Sales and Marketing** (December, 2008 – present)

*The CE Group, Inc. / Destination: San Antonio* (<http://www.cegroupinc.net>) San Antonio, Texas

Manage the marketing and sales of conferences, meetings, destination packages and venue programs to include lead generation, the creation of business development programs and considerable client relationship building.

- Develop new business relationships and enhance current relationships with preferred partners locally and nationally with third party companies.
- Maintain top of mind presence in local CVB, tourism council and other industry organizations
- Identify new business opportunities with current and previous clients for all core services
- Participate in refining and executing marketing plans to include developing target client lists
- Prepare and negotiate proposals and contracts to include determining required elements and pricing
- Manage creative process and documentation for comprehensive presentations and RFP's to include participating in or leading presentations for new business and "preferred" status

#### **Assistant Director** (May, 2004 – November, 2008)

*Office of Conferences and Special Programs*

*San Antonio, Texas*

*Trinity University* (<http://www.trinity.edu/departments/conferences/index.htm>)

Recruited, planned and executed conferences, workshops, seminars and events on the Trinity University campus

- Organized and executed all program logistics for groups involving as many as 2000 participants. Duties included oversight of budgeting, pre-event and on-site marketing, registration, event management, lodging, catering and coordination of off-site events
- Assessed and analyzed annual fiscal and operational performance for official reporting purposes
- Trained and managed a staff of up to six employees
- Designed and maintained official marketing pieces, including departmental web site
- Provided sales and lead generation, including extensive trade show and exhibition experience
- Other duties as assigned to support the Director of Conferences and Special Programs

#### **Alumni Relations Coordinator** (February, 2003 – April, 2004)

*Tulane University, School of Law* (<http://www.law.tulane.edu>) New Orleans, Louisiana

Coordinated and supported the activities of the Law School Alumni and Development Office

- Managed alumni outreach efforts, including the coordination of alumni special events and activities
- Created and managed alumni committees in cities with large alumni constituencies
- Solicited funds from Tulane Law School alumni, including the development and implementation of a reunion fund raising program
- Prepared content for alumni magazine, e-newsletter and website

#### **General Manager** (September, 2001 - September, 2002)

*La Casa de Espiritus Alegres* (<http://www.casaspirit.com>)

*Guanajuato, GTO, Mexico*

*Meson San Cayetano* (<http://www.mexicomsc.com>)

*Guanajuato, GTO, Mexico*

Managed all aspects of operations for historic Bed & Breakfast properties in central Mexico

**Conference Coordinator/Event Planner** (March, 1996 - August, 1998); (April, 2001 - Sept, 2001)

*Office of Conferences and Special Programs*

*San Antonio, Texas*

*Trinity University* (<http://www.trinity.edu/departments/conferences/index.htm>)

Planned and executed logistics for conferences, workshops, training sessions, seminars and events on the Trinity University campus.

**Account Manager** (April, 2000 - March, 2001)

*HireTECH / Recruiting Labs* (<http://www.hiretech.com>)

*Austin, Texas*

Responsible for all aspects of client relationship management and candidate placement for web-based, high-tech industry recruiting service in a small, start-up environment.

- Translated client vision into customized recruiting programs
- Sourced, screened, interviewed and matched potential candidates to job openings
- Provided consultation services to client companies throughout selection process
- Negotiated formal job offers

**Retail Manager** (June, 1999 - March, 2000)

*The Red, White & Brew, Inc.*

*Baton Rouge, Louisiana*

Managed the planning and launch of a 2400 square foot wine/beer/gourmet retail store.

- Negotiated a long-term lease and procured all equipment
- Supervised construction of new retail space
- Established and maintained relationships with multiple vendor/supplier networks
- Developed and managed a diverse product mix of over 1000 products
- Hired and managed store personnel
- Formulated and executed a comprehensive multi-media marketing strategy
- Conducted formal and informal wine education for staff and customers

I held a variety of other jobs during my college years and in the immediate years after graduation that allowed me to travel abroad, work as a blue collar craftsman and recruit graduating students from leading Ivy League universities for a start-up software manufacturer. Additional details can be provided upon request.

## **EDUCATION:**

**Trinity University** - San Antonio, Texas  
December, 1995

Bachelor of Science, Business Administration  
Marketing/Management concentration  
Second Major: Religion

## **SPECIAL SKILLS:**

- Software: Extensive experience with all Microsoft Office suite applications, Macromedia Dreamweaver web publishing; experience using Peopleware and several customized database management systems
- Language: Conversational Spanish, with experience managing non English-speaking employees; very rusty French

## **ACTIVITIES AND AWARDS:**

- Trinity University Alumni Association, Board of Directors, San Antonio Chapter (2005 – present)
- Association of Collegiate Conference and Events Directors-International (ACCED-I; [www.acced-i.org](http://www.acced-i.org))  
Regional Director (2007 – 2008); Regional Director-Elect (2005 – 2006, 1997 – 1998)
- MS150 Bike to the Beach charity volunteer, participant and team captain (2006 – present)
- Ultimate Players Association (UPA; [www.upa.org](http://www.upa.org))
  - Regional Coordinator, Co-ed Division (2008 – present); Coordinator of the Year (2008)
  - Sectional Coordinator, Co-ed Division (2007 – 2008 ; 1998 – 2000)