

JOSEPH MADDOX

OPERATIONS EXECUTIVE

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EXECUTIVE PROFILE

Operations executive with more than a decade of leadership spanning operations, human resources, marketing, brand strategy, and consulting — built across Marriott, Hilton, and luxury independent hotel brands, and independent consulting for global brands including CNN, Lego, and NBC. Career scale: \$290M+ in assets managed, \$50M in operating budgets directly managed at property and regional level, 500+ associates led across a four-property regional portfolio, and 900K+ cumulative square feet of facilities managed. Currently General Manager of The Historian Hotel, a Q1 2027 Marriott Tribute Portfolio opening in Madison, WI. Previously earned #1 Hotel in Iowa by U.S. News & World Report (sustained across two consecutive years) and Chamber Business of the Year within nine months of arrival. Carnegie Mellon-trained in theatre and served as Director of People & Operations at San Francisco Bay Area Theatre Company during the company's founding years, contributing to organizational design, operational infrastructure, and early brand development.

AWARDS & RECOGNITION

- Top Hotel in Iowa (2024, 2025) — The Warrior Hotel | U.S. News & World Report
- AAA Four Diamond Award (2023–2025) — The Warrior Hotel
- 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 Sioux City (2024) — The Warrior Hotel | Sioux City Journal

PROFESSIONAL EXPERIENCE

GENERAL MANAGER

The Historian Hotel (Marriott Tribute Portfolio) | Madison, WI

June 2026 – Present

81-key Marriott Tribute Portfolio opening (Q1 2027) — a 1915 Beaux-Arts adaptive reuse of the Churchill Building across from the Wisconsin State Capitol. Owned by Hovde Properties and Mountain Shore Properties; operated by First Hospitality; F&B led by James Beard nominee Chef Dan Jacobs.

- Pre-opening leadership across team assembly, operating systems, brand standards, community coalitions, and executive partnership with ownership groups and Chef Jacobs.
- Building the go-to-market strategy, sales pipeline, and civic partnerships that position the hotel as Madison's premier heritage destination on Capitol Square.

GENERAL MANAGER

Hotel Julien Dubuque (Independent Boutique) | Dubuque, IA

Sept 2024 – June 2026

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

- Built the service culture, programming cadence, and community engagement that earned 2025 Chamber Business of the Year within nine months — establishing the property as its city's cultural anchor.
- Rebuilt the three-meal restaurant and cocktail lounge; grew banquet/event revenue \$300K and improved wedding profitability 30% through F&B activation and elevated brand partnerships.
- Drove performance across all revenue streams: delivered 12% GOPPAR growth with 70% rooms flow-through, achieving GOP 8% above ownership targets; rooms pacing \$200K ahead YoY.
- Reduced payroll by 9,800+ hours and \$118K over six months (YoY) through department restructuring and cross-training — while increasing NPS by 9 points and employee engagement by 27 points.
- Served as brand ambassador across civic, nonprofit, and business communities — earning Chamber board appointment and forging partnerships that embedded the hotel as the city's gathering place.

REGIONAL DIRECTOR OF OPERATIONS & COMMUNITY ENGAGEMENT

Four-Property Luxury Lifestyle Portfolio | Multiple Locations, IA

Sept 2024 – Aug 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 — Hotel Blackhawk, The Current Iowa, The Warrior Hotel, and Hotel St. Louis.

- Engineered 22 F&B destination-activating events and community programming initiatives resulting in 6% portfolio-wide TRRevPAR increase.
- 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 (Marriott Autograph Collection) | Sioux City, IA

Nov 2022 – Sept 2024

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

- Relaunched three F&B outlets — steakhouse, rooftop bar, and bowling lounge — rebuilding each team, menu, and operational system.
- 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.
- Co-created a 6-week community relaunch attracting 2,000 attendees and generating \$200K in auxiliary F&B spend — making the hotel the city's social anchor.
- Operated as property's primary brand ambassador — building relationships with local businesses, civic institutions, and regional media that positioned the hotel as the definitive destination in its market.

ASSISTANT GENERAL MANAGER

The Warrior Hotel (Marriott Autograph Collection) | Sioux City, IA

Apr 2022 – Nov 2022

- Promoted to General Manager after seven months based on operational turnaround: rebuilt Housekeeping team (10-minute MPR improvement) and relaunched three F&B outlets that transformed the property's dining and entertainment identity.

OPENING FRONT OFFICE LEADERSHIP

Hotel Chauncey & Hotel Vetro (Dual Hilton Tapestry Collection) | Iowa City, IA

July 2021 – Feb 2022

- Executed dual-property Hilton 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.
- Consulted on F&B positioning, outlet identity, and guest-facing operations for independent hotels and event venues — aligning service design with brand strategy and owner ROI targets.
- Directed large-scale event logistics with budgets up to \$1.2M; maintained full accountability for guest flow, safety compliance, and high-profile activation execution.

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 during the company's founding years; managed patron experience, HR recruitment, front-of-house protocols, and production budgets.
- Contributed to early brand development, including logo design and other operational support work in the company's earliest years.

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) | Lovable Level 5 Diamond Certification (Vibe Coding)

Professional Development: Extensive Marriott GM Training (Marriott International)

COMMUNITY LEADERSHIP

- America 250 Committee Chair | May 2025 – Present
- Board Member | Dubuque Area Chamber of Commerce | June 2025 – Present
- Warriors of Siouxland Committee Chair | November 2022 – August 2025

SYSTEMS PROFICIENCY & LANGUAGE

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)