

featuring:

Our feature Ambassador for the month of November is Linda, our Director, Brand Engagement & Auditor based at Coast Hotels Corporate Office in Vancouver, BC.

Linda has worked for Coast Hotels for over 23 years starting as Director of Operations for our Coast Plaza Hotel & Suites near English Bay. While DOO, Linda took on several acting/temporary GM roles to support our company in places like Prince George, Victoria, Tsawwassen and Sun Peaks, BC. She was our General Manager at Coast Plaza Hotel & Suites for several years before assuming responsibilities in the newly created role in Brand Engagement in 2012. Linda travels throughout the chain to audit and support all of our properties on our brand standards and brand touch points. This role is vital in maintaining a consistent experience for our guests, to encourage brand loyalty and love.

Why did you choose the hospitality industry, and specifically Coast Hotels?

Having worked as a 'cocktail waitress' in a downtown hotel one summer, and loving the atmosphere of arriving tour busses and excited guests, I abandoned my thoughts of being a dietician, and asked the owners to teach me everything they could about the hotel industry. From kitchen to maintenance to the rooms division, I learned it all and became Director of Sales, and later General Manager at a competing hotel. I met Coast Hotels' former President and Vice President at a conference and after hearing about their vision for the company, I knew it was an organization I wanted to be part of.

What is the best part about working at Coast Hotels?

The people. It really is true. This is the only place I have ever worked where I could always be myself. I feel this throughout the company.

What is your definition of success?

As Winston Churchill said, "Success is not final, failure is not fatal, it is the courage to continue that counts." I like that because I think success is being courageous when things get challenging, but still acting with fairness, and living with honour.

What's a piece of advice that resonates with you?

My grandmother instilled in me that happiness is a choice. And she was right.

What are you most proud of in your role?

My biggest accomplishment is developing our brand engagement program. I am most proud of supporting the General Managers and their teams when they face obstacles and I help find a way to address those situations successfully.

If you could have lunch with anyone, who would it be?

My dad. We always had the best conversations about life and the universe, and anything.

What was your dream job when you were a kid?

I wanted to be a businessperson like my dad. He would get up every morning, and head off to work, in charge of his carpool, and come home at the end of the day with great stories.



What is the top item on your "bucket list"?

Some things I would love to do are publish a series of children's books I have written, open a rescue service for golden retrievers, experience flyboarding – even though I don't swim, and ride as many rollercoasters as I can.

What is your favorite food?

Any carbs!

Describe your personality in three words:

Kind, trustworthy, resilient.

What inspires you and why?

My husband inspires me. He has been faced with many weird challenges over the years and he doesn't get down about it. I used to think he was stubborn, but I realize now it is determination.

What would your dream vacation be?

Anywhere with my husband, our dog Woody, and our cat, George.

If you could live anywhere in the world, where would it be?

Boston, Massachusetts so we could see our grandkids all the time.

Any advice for people thinking of joining our industry?

If you want to do well in the hospitality industry, remember that trust is the foundation of everything. Your reputation is important and remember to work hard but have fun.

thank you Linda
for being an amazing
ambassador!

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