



Darcy VanWyck

**Director of RMCC (Revenue Management Consolidated Centre) Europe
Hilton Hotels International Division, United Kingdom (HAFA 2000 Graduate)**

I feel as if I have grown up in the Hospitality industry as it's been a part of my life since I was around 12. My parents started a Tea Room called The Gingerbread House which sold fresh baked goods and served great tea & coffee. The business quickly grew into a Restaurant and Country Inn and I helped in various roles front and back of house learning about the Food and Beverage side of this great industry.

Starting my Bachelor of Commerce degree at the University of Guelph in 1995 allowed different opportunities through their Co-op program to work in other organisations. During my degree I worked in various roles and management positions at Starbucks & Tim Horton's coffee companies over a five year period.

Hilton Worldwide came to visit the school in my graduating year to present their Elevator Management Development program which I found really interesting and prompted me to apply. I was successful in my application and was fortunate to have the chance to join the opening of Hilton Nassau in the Bahamas. The program is a great opportunity to get exposure to all the operating roles and teams in a hotel. After spending my second placement in the Drake Hotel Chicago, it became very clear I enjoyed and was really excited by the Revenue Management function.

I moved to London soon after and worked at the Hilton International Head Office in a couple of different project, technical and transition roles before taking on my first Revenue Manager role at the Hilton London Paddington. The future was truly set and spent the next few years working up through the Revenue Management teams to eventually lead the important London Region. It was in 2008 that I started the project to create and implement the Revenue Management Consolidated Centre (RMCC) for Europe.

Now, six years on, I am the Senior Director of the centre and incredibly proud of its growth and our market leading success achieved since day one. From a team of five team members and five hotels, we have grown to over 90 team members who drive the commercial strategy and revenue management function for over 175 hotels across 27 countries in Europe. The centre has the commercial accountability for over \$3 billion of annual turnover and has completely transformed the revenue management function through a host of innovative tools, processes and information.