

JOSEPH MADDOX

GENERAL MANAGER & HOSPITALITY EXECUTIVE

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EXECUTIVE PROFILE

Award-winning, activation-driven General Manager who transforms historic properties into celebrated destinations—including the #1 Hotel in Iowa by U.S. News & World Report within one year. Over 12 years operating full-service luxury hotels with complex F&B portfolios, managing \$290M+ in assets across 900,000 square feet. Proven ability to build systematic programming around unique building assets—turning heritage into revenue, outlets into community anchors, and underperforming hotels into properties that outpace their comp set. Carnegie Mellon-trained in experience design; brings an operator's discipline to P&L management, team development, and the kind of brand partnership strategy that makes a property the reason people come to a city—not just where they sleep when they get there.

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

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.

- Built the service culture, programming cadence, and community relationship equity that earned 2025 Chamber Business of the Year within nine months—establishing the property as its city's cultural anchor.
- 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.
- 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.

- 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.

- 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 (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 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 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 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; 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) | 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

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