

# Holly Zoba

**Senior Vice President of Sales - Hospitality at Signature Worldwide**

Dublin, OH, US

Hope you like music because customers will be singing your praises after Signature Worldwide's SVP of Hospitality Sales sets up the training

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Holly Zoba is senior vice president of hospitality sales for Signature Worldwide, the leading provider of training solutions for the hospitality industry. Holly has more than 20 years of sales and marketing management experience in the hospitality industry and is responsible for managing Signature's sales effort by determining best-fit solutions for hoteliers - helping them improve customer service and increase revenue. Holly has also created and implemented social media training for the hospitality industry, helping companies develop and implement social media strategies and manage their online reputations. An accomplished leader known for building strong customer relationships, Holly is skilled at sourcing new business and determining best-fit solutions for clients. She also has real world experience training, developing and coaching talent to achieve measurable results. Holly is a frequent speaker, as well as a contributing author and editor for many trade publications on topics such as customer service, sales strategy, social media, and online reputation management in the hospitality industry. Prior to her role as senior vice president, Holly was the director of business development for Milestone Internet Marketing in the central United States region. She also worked with Signature Worldwide as national sales director for three years prior to her position with Milestone, where she was consistently the top seller in the hospitality division. Holly is well respected throughout the hospitality industry and has considerable hands-on experience, having worked as a hotel general manager, corporate director of sales and marketing, and director of business development. Holly holds a bachelor's degree from Catholic University and is an allied board member of the Ohio Hotel & Lodging Association. She has also received executive education and sales training from the Darden School of Business at the University of Virginia.

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Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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Hotels and Resorts, Leisure / Recreation, Hospitality, Gambling and Casinos, Social Media, Training and Development, Corporate Training, Travel and Tourism

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Reputation Management, Poor Customer Communication, Customer Interactions, Social Media and the Sales Person, Optimizing Learning Through Distance Training Programs, Identifying A Unique Social Media Voice, Upgrading the Guest Experience Through Customer Service, Making Over A Hotel's Customer Experience From Top to Bottom

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Lodging Hospitality, AH&LA, HSMAI

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## **Monitoring Your Online Reputation**

Consumer generated media and reviews are dramatically influencing traveler's decisions on which destinations to visit, what accommodations to book, which attractions to see and places to dine. Holly will present research, lead discussions and offer ideas and strategies for managing and monitoring your online reputation.

### **Making Over a Hotel's Customer Experience from Top to Bottom**

Hotels often do makeovers on their lobby or rooms, but rarely do they do a makeover on customer experience. Join Signature Worldwide's Senior Vice President Holly Zoba and learn about the first ever national hotel makeover to focus on customer experience and customer service. Zoba will share with you the strategy, process, and results of the hotel makeover and answer questions regarding how to overhaul a company's customer experience from top to bottom in every department-all at the same time!

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### **Social Media, it's not just for fun anymore: Reframing Sales Strategies**

HSMIA Leadership Conference

### **Social Media Strategy Essentials**

Social Media & Community 2.0 Strategies

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### **Catholic University of America**

B.A. Politics

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### **Certification Committee - HSMIA Certified Hospitality Digital Marketer**

Holly is a member of the Hospitality Sales & Marketing Association International (HSMIA) Digital Marketing Council. At the conclusion of the certification program, candidates will exhibit expertise in most tactical areas of digital marketing, be proficient in creating basic strategic initiatives, utilize the analytical and management tools necessary to communicate results and execute an effective hospitality digital marketing plan.

### **Sr. VP of Hospitality Sales - Signature Worldwide**

Signature Worldwide is a leader in training employees to deliver legendary customer service while increasing sales. Since 1986, our unique methodology has provided a measurable ROI for our customers, compelling them to return year after year. Signature Worldwide helps you and your employees hone the relationship selling, customer service, leadership, and team building skills that will help you create not only satisfied customers, but Legendary Customer Experiences!

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