

## HOLLY STIEL BIO (*complete*)

Holly Stiel is a trailblazing service philosopher who innovated a method of training based on the practices and principles of the world-class concierge. Her teaching has been heard in 25 languages, from Japan to Johannesburg, for businesses ranging from The Bank of America to NASCAR.

Even in a profession defined by superlative service, Holly Stiel stands out as an authority and pioneer in the field of concierge services. In 1976, Stiel became the first female concierge in the country when she created the desk at the Grand Hyatt Union Square in San Francisco. Two years later she was the first American woman to be admitted to the exclusive Les Clefs d'Or Association for concierges. She recently received the association's Lifetime Achievement award for her broad contributions to her profession. Her book *Ultimate Service, The Complete Handbook to the World of the Concierge*, is considered the definitive work on concierge service for hotel professionals. She also authored *Thank You Very Much – A Book for Anyone Who Has Ever Said, "May I Help you?"* and her book *The Neon Signs of Service*, advances the idea that the development of simple skills can elevate customer service into an art form.

After 17 years as a concierge, Stiel started her company ThankYouVeryMuch, Inc. to adapt her hotel experience to a variety of classrooms. Her client list reads like an honor roll of companies known for their distinctive service: Disney, Nordstrom, AVEDA, American Express and Auberge Resorts, to name a few. Through the partnership with her team at StielMedia, Stiel has developed the corporate training programs for the new Hyatt Place Hotels, Hilton Garden Inns and Hampton Inns, Hilton and DoubleTree Hotels. StielMedia also has been a pioneer in multi-media training, creating three award-winning interactive DVD programs.

Stiel was the first female and non-corporate executive to receive the "Distinguished Visiting Professor" Chair from Johnson and Wales University. She has served as the spokesperson for the concierge services provided by the VISA Signature card. Now, she is taking her teaching to a deeper level, from the boardroom to her own backyard, translating the service program into a path for personal development.