

## HOLLY STIEL BIO (*condensed*)

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 clients include: Disney, Nordstrom, AVEDA, American Express, VisaSignature card 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 as well as three award-winning interactive DVD programs.

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. Stiel was the first female and non-corporate executive to receive the "Distinguished Visiting Professor" Chair from Johnson and Wales University.

She is the author of three books including *Ultimate Service, The Complete Handbook to the World of the Concierge, Thank You Very Much – A Book for Anyone Who Has Ever Said, "May I Help you?"* and *The Neon Signs of Service*.

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.