

# Daned Kirkham

REAL ESTATE EXECUTIVE

EXPERIENCE

## **Diamante - Cabo San Lucas, MX | Director of Real Estate**

**2014 - Current**

- Director of real estate sales and marketing for master planned resort community.
- Responsible for existing and planned residential and mixed-use hospitality projects.
- Directs new business development, strategic partner relations and project programming.
- Oversees real estate sales, vacation rental, and resort marketing and branding responsibilities.
- Interacts directly with sales staff, operations, construction, senior management and clients.

## **Millennium Partners - San Francisco, CA | Executive Sales & Marketing Director**

**2010 - 2014**

- Advisor to executive leadership regarding urban real estate development, sales and marketing.
- Created strategic marketing campaign initiatives contributing to \$2,500,000,000+ in sales revenue.
- Developed new international sales campaigns that contributed to 25% of annual revenue.
- Advised on product programming and design to maximize sales velocity and brand awareness.
- Designed proprietary software application to manage sales processes and track campaigns.

## **Wyndham Worldwide | Vice President & Corporate Officer**

**2007 - 2009**

- Reported to corporate senior executives in development of new company brand and business unit.
- Oversaw real estate sales and marketing responsibilities for brand launch.
- Developed and managed sales teams in multiple locations.
- Responsible for the planning, design and implementation of marketing campaigns.
- Contributed to product development and acquisition of new brand assets and partners.

## **Destination Club Partners | Senior Vice President**

**2005 - 2007**

- Responsible for company advisory operations within the Western U.S. and Mexico region.
- Provided sales and marketing services to real estate development clients and projects.
- Recruited, supervised and managed sales and marketing teams in locations throughout the region.
- Contributed to design, programming and development of client's real estate products.
- Developed, budgeted and executed all sales and marketing campaigns.

## **Calistoga Ranch, An Auberge Resort - Napa Valley, CA | Sales & Marketing Director**

**2003 - 2005**

- Oversaw all real estate sales and marketing operations for new resort development.
- Managed inbound and outbound marketing campaigns, budgeting and reporting.
- Developed and executed event campaigns to increase brand awareness.
- Created strategic partner relations and executed campaigns with luxury brands.

## **St. Regis - Deer Valley, UT | Sales & Marketing Director**

**2000 - 2003**

- Sales & Marketing Director for planned resort hotel and condominium development.
- Assisted in project planning, design, entitlements and programming.
- Led community outreach and relations during project approval and pre-sales activities.

## **Austria Haus Club - Vail, CO | Sales Agent**



**1997 - 2000**

- Licensed Real Estate Broker and sales agent for resort condominium and hotel development.
- Contributed to projects successful sell-out exceeding velocity and revenue projections.

EDUCATION

Colorado State University | B.A.  
Business Administration  
Finance and Real Estate  
1995

CONTACT

P.O. Box 574  
Edwards, CO 81632  
 707.294.7501  
 danedkirkham@gmail.com