

Aretha Starobin

Senior Vice President

Employment History

Senior Vice President at Southwest Airlines, NM

Mar 2022 - Present

- Led a team of 50+ salespeople that generated \$100 million in annual revenue.
- Grew market share by 15% year over year for 3 consecutive years.
- Achieved quarterly targets 100% of the time during tenure as SVP.
- Managed P&L for \$250 million business unit.
- Hired, developed and retained high-performing teams across multiple locations.

Vice President at Hilton, NM

Sep 2013 - Jan 2022

- Led a team of 15 people to increase sales by 25%.
- Grew market share in key markets by 10%.
- Negotiated and secured \$2M in new funding from investors.
- Developed and launched 3 successful marketing campaigns.
- Hired and trained 5 new managers.

Executive Vice President at Marriott, NM

Aug 2002 - Aug 2013

- Led the company to a record-breaking year with \$25 million in sales.
- Grew market share by 30% and increased profits by 15%.
- Negotiated and executed 5 major contracts, worth a total of \$15 million.
- Hired and trained a team of 25 new executives.
- Implemented cost-saving measures that saved the company \$5 million annually.
- Developed and launched 3 successful new products.

Certificates

Certified Senior Executive (CSE)

Oct 2020

Certified Management Consultant (CMC)

Aug 2019

Memberships

American Management Association

The Conference Board

✉ aretha.starobin@gmail.com

☎ (418) 275-9664

📍 401 Romero St NW, Albuquerque, NM 87104

Education

Master of Business Administration at University of New Mexico

Aug 1998 - May 2002

Some skills I've learned are effective communication, strategic thinking, and problem solving.

Links

[linkedin.com/in/arethastarobin](https://www.linkedin.com/in/arethastarobin)

Skills

Communication

Leadership

Strategic Planning

Organizational Skills

Problem Solving/Analysis

Financial Acumen

Decision Making

Languages

English

Arabic