

# STEVEN J. MARX

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## STRATEGIC LEADER

Hospitality expert with proven success in hotel asset management, business ownership, real estate, business development, website design and strategy. Entrepreneurial, self-motivated and highly attuned to emerging industry trends. Able to implement systems to direct multiple projects effectively with strong organizational and communication skills.

Innovative problem solving has led to the understanding that real estate developments are comprised of tangible, synergistic, curated and genuine components which result in measurable return-on-investment. Uniquely knowledgeable about vital yet often overlooked areas within the hotel, real estate and branding space that impact value

## EXPERTISE

- Asset Management
- Real Estate Development
- Strategic Positioning + Marketing
- Business Development
- Hotel Operations
- Hotel Ownership
- Value Creation
- Financial Analysis
- Project Management

## EDUCATION + CREDENTIALS

### Michigan State University

East Lansing, Michigan  
Bachelor of Arts;  
College of Business,  
School of Hotel Management

### DePaul University

Chicago, Illinois  
Masters  
Business Administration;  
College of Business

### Archeworks

Chicago, Illinois  
Graduate;  
Multidisciplinary  
Design School

### New York University

New York, New York  
Certificate;  
Real Estate  
Finance Investment

## PROFESSIONAL EXPERIENCE

### Murphy Asset Management

Chicago, Illinois  
April 2019 - March 2020

#### Director

Provided asset management services for urban hotels associated with Choice, Hilton, Hyatt, IHG and independent brands. Worked with multiple third party management firms.

### Hotel Source, Inc.

Chicago, Illinois  
1995 - 2019

#### Founder; Managing Broker

Hotel real estate consulting and brokerage firm focused on financial and operational analysis, business marketing, owner representation and expert witness. Advised on hundreds of hotel assignments with varied ownership, operational and financial challenges. Implemented holistic process focusing on accountability, operational consulting and value creation.

### Epstein

Chicago, Illinois  
April 2018 - February 2019

#### Director Client Services

Generated significant revenue potential through relationships, proposals and collaborations for global architecture, design and engineering firm, targeting the hospitality sector.

### HBTC

2006 - 2019

#### Managing Member

Private investment firm focused on hotel value creation. Acquired 114-room foreclosed hotel. Renovated, repositioned and recapitalized asset into an InterContinental Hotels Group franchised hotel.

### Ignite Curiosities.com

2013 - 2019

#### Founder

Curated travel lifestyle website exploring discovery, authenticity and curiosity.

## RELATED EXPERIENCE

**East China Normal University**  
Shanghai, China

Adjunct Professor  
Taught Hospitality Brand Design graduate-level course to students from Paul Bocuse Institute and Emlyon School - Lyon France.

**Fairmont Hotel**  
Chicago, Illinois

Project Manager; Hotel Manager  
Opened 692-room hotel, member Leading Hotels of the World. Designed and implemented operational and administrative procedures, representing management as liaison between ownership and developer.

**Hotel Partners, Inc.** - Chicago, Illinois  
**Four Seasons Hotel** - Boston, Massachusetts  
**Hyatt Regency** - Hilton Head Island, South Carolina  
**Holiday Inn Lake Shore Drive** - Chicago, Illinois  
**Knickerbocker Hotel** - Chicago, Illinois  
**Kellogg Center** - East Lansing, Michigan  
**Sheraton Inn** - Homewood, Illinois

## ADDITIONAL STUDIES

**Applied Brilliance** - Global innovation symposiums held throughout US  
**DePaul University** - Business Studies; Thailand, Laos and Vietnam  
**Ecole Hotelière** - Exchange; Lausanne, Switzerland  
**Cornell University** - Certification; Ithaca, New York

## MEMBERSHIPS + AFFILIATIONS

**International Society of Hospitality Consultants (ISHC)** - Member  
**Chicago Architecture Center** – Volunteer leading architectural walking tours since 1994  
**DePaul University** - Advisory Board for School of Hospitality Leadership  
**Michigan State University** - Advisory Board for School of Hotel Management  
**Real Estate Managing Broker** - Licensed in multiple states

## ADDITIONAL ACCOMPLISHMENTS

**Contributing Writer**  
Crain's Chicago Business  
Mortgage Banking  
Scotsman Guide

**Guest Lecturer**  
Crittenden  
DePaul University  
Kendall College  
Michigan State University

**Chicago Spots Founder**  
Featured in  
Chicago Tribune  
Money Magazine