

SUN W. CHOY

Vice President
Hospitality / Investment Sales

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Sun joined Kidder Mathews in 2019 and brings over 18 years of experience in the full life cycle of real estate, hotel development, and hotel operations from concept through completion.

His 18 years of experience includes extensive knowledge of the hospitality industry, mixed-use development, affordable/low income housing development, acquisitions, feasibility, conceptual design & development, hotel franchise contract negotiations, revenue proforma, budgets, leadership management, hotel development and operations, FF&E/OS&E procurement, hotel renovation, and new construction.

Sun provides his clients with a variety of options in order to successfully find the hotel brand and locations that yield the highest return on investments while meeting the clients' hospitality and commercial real estate needs.

Sun is a diligent, effective, and innovative professional with strong analytical and problem-solving skills; an excellent communicator who is confident and transparent in fast-paced, diverse and multi-cultural environments. A trustworthy, action-oriented professional with strong work ethics and adherence to the company's core values; where the needs of his clients are priority in order to accomplish the end result.

PROFESSIONAL EXPERIENCE

Principal/CEO

2013 - present | Global Hospitality Consulting, LLC

Vice President Of Development And Operations

2003 - 2016 | PFHC Inc., Bellevue, Washington

Regional City Manager / Sr. Acquisition Mgr.

2000 - 2003 | Diamond Parking Inc., Seattle, Washington

EDUCATION

BA in Business Administration from the University of Washington in 1996 with a double concentration in Marketing and Project Management.

AREAS OF EXPERTISE

Real estate hospitality, land, investment, multifamily, assisted living and self-storage

Infrastructure entitlement and development

Strategic planning

Contract negotiations

Construction new build and renovation

FF&E procurement

As former Vice President of hotel operations and development for 13 years, Sun concurrently lead the operations of six hotels staffed with 300+ employees. During his tenure, Sun also opened six hotels which speaks to his in-depth, personal knowledge of the hospitality industry.

HOSPITALITY DEVELOPMENT

Experience in managing the life cycle of commercial real estate development projects from concept through completion. Responsible for project entitlements, administration, design, construction management, and client relations.

Established a sincere and credible relationship with all stakeholders including, existing & prospective clients, co-workers, vendors, contractors, government officials, to drive the project schedule and ensure a unified and collaborative team approach.

Main point of contact; monitored, managed, and accountable for the life cycle of the development project from concept to closeout. Conducted regular construction inspections to monitor ongoing progress and adherence to plans and schedules. Partnered with the general contractor to resolve issues to stay on point with project schedules.

Managed the entitlement process and municipal approvals. Diagnosed and managed risk on the project and identified solutions to address roadblocks while maintaining a unified team to implement action steps. Presented development plans to city and county officials and provided reports and data necessary to respond to entitlement requests and the permit process. Received and disseminated critical information to stakeholders impacted by information including schedule changes, construction concerns, city/code issues, budget variances, etc.

Conducted individual meetings with clients to assist with product selections, customizations and upgrades. Communicated with and responded to existing and prospective client questions throughout the construction life cycle.

Managed project closeout including walk-throughs with members and managed punch lists and warranty processes to ensure a smooth and successful transition. Assisted in the compilation, completion and submission of financial packages. Reviewed and coordinated all contracts related to the project. Developed, prepared and maintained all reports required to ensure the project was in compliance, on schedule, and within budget.

HOSPITALITY OPERATIONS

Responsible for ensuring hotel operations provided a consistent, high level of Service Excellence based on established company standards and guests' expectations. Provided strategic and operational leadership for all hotel activities involved in planning, developing, operating, and maintaining a hospitality-driven guest experience. Developed strategic hotel goals and transformed it into tactical plans; as well as provided leadership to ensure goals were attained.

Ensured hotel management and support staff were properly trained, supervised and developed in order to promote a memorable hospitality experience for guests so that Service Excellence was the standard.

Created, developed and recommended short and long-term hotel planning guidelines and procedures. Aligned the annual operating budgets and capital budget programs with Principal goals. Analyzed hotel revenue and labor reports, executed strategic adjustments as necessary to ensure maximum efficiency and profitability, as well as partnered with the Sales & Marketing departments to leverage offers and services.

HOSPITALITY OPERATIONS CONTINUED

Developed business plans that supported the Principal's initiatives and enhanced hotel quality and service, associated costs, employee development, retention strategies, and employee productivity benchmarks. Established criteria for screening and selecting new hotel team members to match business values and needs to produce optimum support for the departments.

Established hotel department goals, objectives, and strategic planning. Provided direction, industry knowledge, and support to ensure the successful operation of hotel departments and establish reputable guest/team member relationships. Achieved such results by responding proactively, promptly, efficiently, and courteously to address the needs of the guest and associate. Ensured each hotel was presentable in appearance and operations, as well as met the appropriate safety standards.

Monitored inventory purchased and accuracy of the inventory management system. Monitored the maintenance/sanitation of each hotel facility, grounds, kitchen, MEP equipment, and related areas to provide a healthy, safe work environment where federal, state and Health Department regulations were met. Oversaw hotel department repairs and capital improvement budgets to ensure related expenses were cost effective and adequately forecasted. Lead facility improvements by establishing criteria for repair versus replacement to mitigate damage to assets through preventative maintenance.

Developed and oversaw comprehensive vendor contracts to provide quality products at an equitable price using the three-bid system. Communicated with vendors and contractors on a consistent basis to streamline processes, strengthen rapport and maintain accountability.

Maintained training and certifications applicable to the hotel team members and verified all training, regulatory, inventory, and team member documentation was complete and up to date. Created a team culture that empowered hotel management and support staff to collaborate, continuously improve and develop their professional growth within the company. Ensured hotel staff utilized the appropriate training programs that monitored results through evaluation, inspection and analysis.