

## **RICHARD C. BELL-IRVING**

North Potomac, MD 20878

Office: 301-762-0885

E-mail: richard@VirtualEnhancements.com

### **FOCUS**

**Are you looking for a website that is more than a Yahoo or Google template?  
Is your PC or Home Network not working as it was?  
Do you suspect you have Malware or a Virus?**

We design and customize to create exactly what you need, plus hosting and e-mail services.  
We don't use templates – we create fantastic value for non-profits.

For Home Based/Small Business and Individuals we have found that many times our clients want another opinion on their Network set-up, or need some help ensuring their wireless network is as secure as it should be.

Maybe your PC is running slowly and you aren't sure what the Windows operating system is supposed to do. Let us take a look at your home or office set-up, whether it is one PC or an entire network - and we'll give you the tips and tricks you need to keep things running smoothly

### **QUALIFICATIONS SUMMARY**

Sixteen years of entrepreneurial experience in starting, developing and marketing three profitable internet based companies with the primary being a web design and hosting business; plus fifteen years of operational experience in the hospitality industry, combined with ten years of corporate human resources leadership.

### **SELECTED ACCOMPLISHMENTS**

- Redesigned business processes for small business to utilize a website and internet, thus reducing overhead costs and increasing customer satisfaction.
- Directed a paradigm shift in corporate communications by independently envisioning, developing and implementing a worldwide accessible Human Resources web site. (Marriott.com) This shift produced real time, consistent and accurate information saving significant distribution costs and ensuring clarity in policy interpretation
- Introduced to Marriott International and oversaw satellite broadcast training as a learning development and change management vehicle. Successfully beta tested diversity training for groups up to 10,000 and consistently received participant commendations for content and interactive learning approach
- Created an open posting/career management system for Marriott Managers encompassing succession planning, tracking, recruiting, screening, training and retention
- Redesigned accounting and HR labor management processes and created the business case to incorporate an enterprise-wide management system (PeopleSoft)
- As a general manager successfully led a team of 400 associates with accountability for marketing/sales, food and beverage, room operations, facility management/engineering, accounting, training and human resources. Promoted to corporate Human Resources with the responsibility of transferring the Human Resources culture and injecting a business prospective within the Human Resources discipline

## EMPLOYMENT HISTORY

[RE-CERTIFY.com, Inc., CREDENCIA, Inc., Virtual Enhancements, Inc.](#) 1999 - Present  
Took advantage of Marriott's Early Retirement plan and founded an internet start-up business focused on providing e-learning to Professionals to re-certify their credentials then branched into Consulting for Small Businesses; redesigning their business processes to take advantage of the Internet. Specializing for non-profit and small companies that want a website that is more than a Google/Yahoo template.

[MARRIOTT INTERNATIONAL, INC.](#) 1974 to 1999  
Held progressive executive and managerial positions in corporate and field locations, both domestic and international

### **Senior Vice President of Human Resources, Bethesda, MD, July 1998 to 1999**

*Service Delivery and Support, Marriott Corporate Headquarters*

Responsible for creation of a centralized Human Resources service delivery structure

### **Vice President of Human Resources, Bethesda, MD, January 1989 to July 1998**

*Marriott Lodging, Marriott Corporate Headquarters, 1994 to 1998*

*Resorts and Suites, Marriott Corporate Headquarters, 1989 to 1994*

Directed all aspects of the Human Resources function specializing in cultural change with more of a business focus

### **General Manager**

*Perimeter Center Marriott, Atlanta, GA, 1988 to 1989*

*Northwest Marriott, Atlanta, GA, 1984 to 1988*

Responsible for overall leadership of each 400-room hotel

### **Domestic Operational Director Experience:**

- Resident Manager - Atlanta Airport Marriott; July 1982 to May 1984
- Food and Beverage Executive Training - Newport Beach Marriott; July 1981 to July 1982
- Resident Manager - Marina del Rey Marriott; June 1979 to July 1981
- Director of Services - Dallas Park Central Marriott; July 1978 to June 1979

### **International Operational Management Experience:**

- Executive Assistant Manager - Barbados Sam Lord's Castle; May 1976 to July 1978
- Assistant Front Manager - Amsterdam Marriott Hotel; October 1974 to May 1976

## EDUCATION AND TRAINING

- British Columbia Institute of Technology, Vancouver, B.C., Canada, 1974
- Sponsored by Marriott to attend the Harvard University's Executive Development program
- Selected to participate in an Executive Development program for Marriott, created with the University of Maryland Business School
- Participated in Gallop Executive Leadership Program with focus on Leadership with your Strengths
- Worked one on one with the following thought leaders on various change management and related strategies implemented at Marriott: Dave Ulrich, C.K. Prahalad, Daryl Conner, Stephen Covey, Jim Walker, Dr. Donald Devine, Dr. Don Clifton, Ed Barlow, Marvin Centron; and as part of a team with Peter Block, Ed Lawler, Phil Crosby, Stan Davis and Rosabeth Moss Kanter

### **PROFESSIONAL ORGANIZATIONS**

- Board of Directors, Restaurant Association of Metropolitan Washington, Education Foundation
- VP at Large, Board of Directors, Society for Human Resource Management (SHRM)
- Member Board of Directors, HR Executive Forum, Educational Institute
- Member American Hotel & Motel Association, Human Resources Sub Committee
- HR Executive Forum Co-created a corporate “think-tank” for moving the industry forward through education and technology
- Board of Directors, California School of Professional Psychology
- Member Society of Human Resources Management (SHRM)
- Human Resources Planning Society, Corporate Sponsor
- Director, Cobb County Chamber of Commerce – Atlanta, Georgia
- Director, Equitable Insurance Co., Interstate Office Park – Atlanta, Georgia
- Member, Atlanta Visitors and Convention Bureau

### **PRESENTATIONS AND ARTICLES**

- Guest Lecturer to INC Magazine’s Annual Conference on “Using Survey Methodology”
- “Process Redesign” – Boston, TQM
- IPQC – Vegas. Using technology in hiring decisions.
- Featured in Fortune Magazine for the Creation of an automated Selection Process
- Guest lecturer Florida State University School of Business – Hospitality Administration
- Guest lecturer Cornell University – Hospitality Administration
- Numerous American and Hotel Motel Association and Marriott