

JOSEPH MADDOX

GENERAL MANAGER & HOSPITALITY EXECUTIVE

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EXECUTIVE PROFILE

Award-winning, culture-driven General Manager with passionate F&B leadership and a track record of building hotel identities that become the center of their neighborhoods—including the #1 Hotel in Iowa by U.S. News & World Report within one year. 10+ years building high-retention teams, driving operational excellence, and creating community-rooted programming across \$290M+ in assets. Proven at both Hilton and Marriott lifestyle brands, plus independents—from relaunching five F&B outlets across two properties to managing a 521-key regional portfolio. Carnegie Mellon-trained in experience design; brings a bold, design-forward sensibility to team development, P&L execution, and the kind of programming that turns a hotel into a destination.

AWARDS & RECOGNITION

- Top Hotel in Iowa (2024, 2025) — The Warrior Hotel | U.S. News & World Report
- AAA Four Diamond Award (2023–2025) — The Warrior Hotel
- Business of the Year (2025) — Hotel Julien Dubuque | Dubuque Area Chamber of Commerce
- Top Hotel in Dubuque (2025) — Hotel Julien Dubuque | TH Media
- Top Hotel in Sioux City (2024) — The Warrior Hotel | Sioux City Journal

PROFESSIONAL EXPERIENCE

GENERAL MANAGER

Hotel Julien Dubuque (Independent Boutique) | Dubuque, IA

September 2024 - Present

133-key AAA historic boutique (15K sq. ft. meeting/event space, restaurant, cocktail lounge, spa). 135 associates, \$9M budget.

- Built the service culture, programming cadence, and community engagement that earned 2025 Chamber Business of the Year within nine months—establishing the property as its city’s cultural anchor.
- Rebuilt the three-meal restaurant and cocktail lounge; grew banquet/event revenue \$300K and improved wedding profitability 30% through F&B activation and elevated brand partnerships.
- Drove performance across all revenue streams: delivered 12% GOPPAR growth with 70% rooms flow-through, achieving GOP 8% above ownership targets; rooms pacing \$200K ahead YoY.
- Reduced payroll by 9,800+ hours and \$118K over six months (YoY) through department restructuring and cross-training—while increasing NPS by 9 points and employee engagement by 27 points.
- Served as brand ambassador across civic, nonprofit, and business communities—earning Chamber board appointment and forging partnerships that embedded the hotel as the city’s gathering place.

REGIONAL DIRECTOR OF OPERATIONS & COMMUNITY ENGAGEMENT

Hotel Blackhawk, The Current Iowa, The Warrior Hotel, Hotel St. Louis | IA & MO

Sept 2024 - Aug 2025

Consulting engagement providing strategic operational oversight across a \$250M mixed-use portfolio (750,000 sq. ft., 521 keys, 500+ associates) spanning Marriott-branded and independent properties.

- Engineered 22 F&B destination-activating events and community programming initiatives resulting in 6% portfolio-wide TRevPAR increase.
- Drove 24% increase in leadership retention by designing career pathing for 20 managers; built succession pipeline ensuring service continuity and brand standard consistency across properties.
- Provided strategic counsel on staffing models, asset preservation, capital improvements, and tenant coordination—aligning operational decisions with long-term owner outcomes.

GENERAL MANAGER

The Warrior Hotel (Autograph Collection) | Sioux City, IA

November 2022 - September 2024

148-key luxury lifestyle hotel within \$70M mixed-use development (225K sq. ft., 22 residences, steakhouse, spa, rooftop bar, bowling lounge). 156 associates, \$10M budget.

- Relunched three F&B outlets — steakhouse, rooftop bar, and bowling lounge — building each team, menu, and operational system from the ground up.
- Transformed an underperforming asset into a celebrated destination—earning #1 Hotel in Iowa by U.S. News & World Report within one year, sustained across two consecutive years, and AAA Four Diamond status.
- Co-created a 6-week community relaunch attracting 2,000 attendees and generating \$200K in auxiliary F&B spend—making the hotel the city’s social anchor.
- Operated as property’s primary brand ambassador—building relationships with local businesses, civic institutions, and regional media that positioned the hotel as the definitive destination in its market.

ASSISTANT GENERAL MANAGER

The Warrior Hotel (Autograph Collection) | Sioux City, IA

April 2022 - November 2022

- Promoted to General Manager after 7 months based on operational turnaround: rebuilt Housekeeping team (10-minute MPR improvement) and relaunched three F&B outlets that transformed the property's dining and entertainment identity.

OPENING FRONT OFFICE LEADERSHIP

Hotel Chauncey & Hotel Vetro (Dual Hilton Tapestry Collection) | Iowa City, IA

July 2021 - Feb 2022

- Executed dual-property Hilton brand conversion; established guest experience systems achieving satisfaction scores 10 points above brand average from day one.

PRINCIPAL HOSPITALITY CONSULTANT & STRATEGIST

Maddox Services | New York, NY & Iowa City, IA

July 2015 - June 2021

- Partnered with global brands (CNN, Lego, NBC) to optimize organizational effectiveness through service design, experience architecture, and guest journey mapping.
- Consulted on F&B positioning, outlet identity, and guest-facing operations for independent hotels and event venues—aligning service design with brand strategy and owner ROI targets.
- Directed large-scale event logistics with budgets up to \$1.2M; maintained full accountability for guest flow, safety compliance, and high-profile activation execution.

DIRECTOR OF PEOPLE & OPERATIONS

San Francisco Bay Area Theatre Company (SFBATCO) | New York, NY / Hybrid

June 2013 - July 2015

- Oversaw organizational design and operational infrastructure; managed patron experience, HR recruitment, front-of-house protocols, and production budgets.

EDUCATION & CREDENTIALS

Carnegie Mellon University — Bachelor of Fine Arts (BFA), Theatre & Dramatic Arts

University of Iowa — Sociology Coursework

Certifications: ServSafe Food Protection Manager | Certified Pool Operator (CPO) | Lovable Level 5 Diamond Certification (Vibe Coding)

Professional Development: Extensive Marriott GM Training (Marriott International)

COMMUNITY LEADERSHIP

- America 250 Committee Chair | May 2025 - Present
- Board Member | Dubuque Area Chamber of Commerce | June 2025 - Present
- Warriors of Siouxland Committee Chair | November 2022 - August 2025

SYSTEMS PROFICIENCY

Brand Systems: Marriott Lightspeed, Hilton OnQ, Opera Cloud, Micros Symphony, Quore

Financial: ProfitSword, Hotel Effectiveness (Labor), M3, Microsoft Excel (Advanced)

Revenue & Asset Management: Demand 360, Agency 360, Lighthouse, Yardi

LANGUAGE

English: Expert | Spanish: Novice | AI Real-Time Translation Tools: Expert