ALUMNI SPOTLIGHT

Four Seasons Hotel Philadelphia’s new director of sales sets her sights high

For Jessica Bauer, driving through fairy-tale towns in the German countryside and riding in a hot air balloon over Cappadocia, Turkey, aren’t just trips of a lifetime. They also have career benefits.

“Trips like these give me a new perspective on why I do what I do,” said Bauer, director of sales at Four Seasons Hotel Philadelphia. “You can be in a hotel or an office all day long and lose touch with what it is we do. When I have the opportunity to travel, I’m always blown away with the service at our other properties, and I understand why the Four Seasons is so special.”

Bauer, STHM ’06, stepped into the role as director of sales in March. In her new position, Bauer is busy leading both the corporate and group sales teams, mentoring and motivating staff, digging into analytics, and ultimately making sure the hotel reaches its revenue goals.

In her spare time, Bauer mentors hospitality students through a “backpacks to briefcases” program she helped launch with the Meeting Professionals International (MPI) Philadelphia Area Chapter. For her involvement, Bauer received an MPI Tomorrow’s Leader Award.

She has also received multiple awards from the Four Seasons, including the prestigious President’s Club Award for exceeding top sales goals across the company.

What sets her apart, Bauer says, is diligence and drive in her pursuit of new business and relationship development.

Bauer hopes to grow in her new role. She has her sights set high—on the tip-top of the new Comcast tower being built in Center City. Expected to open in 2017, the top floors of that 59-story tower have been reserved for a 200-room luxury Four Seasons. Bauer hopes to play a part in developing the new hotel.

“I think that this new property is going to be one of our flagship properties in North America,” she said. “I think it’s going to be a landmark in Philadelphia, where you look up and see the Four Seasons at the top of the city.” —Christine Fisher

Paul Bencivengo earns high praise for his work at Visit Bucks County

Recognized for his professional dedication and marketing prowess, Paul Bencivengo, STHM ’97, marketing and communications director at Visit Bucks County, recently received the prestigious Forty Under 40 award from The Intelligencer and Bucks County Courier Times newspapers.

“My friends don’t know if it’s more impressive that I’m under 40 or that I made the list,” Bencivengo said.

The Forty Under 40 program recognizes 40 up-and-coming business and community leaders under the age of 40 who are making a difference in Bucks County.

His co-workers at the Visit Bucks County tourism agency nominated Bencivengo, who leads a team of tourism professionals charged with increasing visitation to and stimulating economic development for Bucks County. His department handles all aspects of branding, advertising, communications, public relations and business-to-business sales.

“It was really exciting to receive the award. It’s a prestigious honor for young professionals and I was humbled to accept it,” said Bencivengo, who added that it also helped raise his profile in the Bucks County business community.

Between October and April of each year, Bencivengo and his team are busy preparing for peak tourism season. “Bucks County really shines in the spring and summer for New Jersey and New York residents who are looking to get away,” he said.

This means creating advertising campaigns, which entails purchasing ad space throughout the tristate region to promote local attractions such as Peddler’s Village and the Bucks County Wine Trail, and keeping the Visit Bucks County website and social media outlets as engaging as possible.

This year’s campaign theme is Capture Your Bucks County Moment. —Nodyia Fedrick