

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 cultural anchor of their cities — including the #1 Hotel in Iowa by U.S. News & World Report within one year and 2025 Chamber Business of the Year within nine months. 10+ years leading historic and lifestyle properties across \$290M+ in assets. Direct Marriott Autograph Collection experience as GM of The Warrior Hotel; current GM of Iowa's oldest hotel. Carnegie Mellon-trained in experience design; brings a refined, narrative-led sensibility to historic property stewardship, Ford-family ownership relationships, P&L execution, and the kind of programming that turns a 1931 Albert Kahn building into a destination for the next century.

AWARDS & RECOGNITION

- Top Hotel in Iowa (2024, 2025) — The Warrior Hotel, Marriott Autograph Collection | 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 — Iowa's Oldest Hotel) | 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.
- Currently serving as America 250 Committee Chair, building a year-long Americana programming calendar — the same campaign infrastructure that maps directly onto Dearborn Inn's Colonial Homes, Patrick Henry House, and Walt Whitman / Edgar Allan Poe / Barbara Fritchie / Oliver Wolcott legacy assets.
- Brand ambassador across civic, nonprofit, and business communities — earned Chamber board appointment.

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 TRRevPAR 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 (Marriott 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.

- Relaunched three F&B outlets — steakhouse, rooftop bar, and bowling lounge — rebuilding each team, menu, and operational system through complete restaurant resets.
- Transformed an underperforming Autograph Collection asset into a celebrated destination — earned #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 (Marriott 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