

Leora Halpern Lanz, ISHC
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BIO: Leora Halpern Lanz, ISHC is Associate Professor of the Practice, teaching the locally-revered senior Experiential Marketing course (formerly called Advanced Strategic Marketing) and the graduate level Hospitality Digital Marketing Strategies class. She has been an active leader and presence in the field of hospitality marketing throughout her continued career. Since joining the School of Hospitality Administration (SHA) in January 2015, she has served for five years as Faculty Chair of the Graduate Program and for three years as Academic Assistant Dean. She is now charged with spearheading and developing the school's online master's program. In addition to her teaching and administrative responsibilities at SHA, Leora serves as faculty advisor to the Boston University Alpha Kappa Psi business fraternity and participates in the Faculty Advisory Council for BU Hillel.

Prior to joining SHA, Leora formed LHL Communications, assisting hotels, restaurants, tourist attractions and destinations with branding and marketing strategies and solutions, including media relations, digital and social media advisory, and online reputation management, including: development of internal and external position statements; content creation and story-telling for audience engagement and connections; media training, and “branding” and “solutions” sales training. Her clients include hospitality management and ownership companies, consulting firms and advisory services, regional investment conferences around the globe, a lodging brand owners association, and experts in a variety of hospitality-adjacent services.

For 15 years, Leora served as Global Director of Marketing & Communications for HVS, a leading international hospitality consulting and services firm. She was responsible for overseeing the internal and external marketing communications for the organization's multitude of offices, services, conferences, and articles and research. She directed the firm's global business teams for marketing and communications, graphic standards, internal communications, social media, conference branding and the Market Connections annual event. She also managed and edited the firm's weekly newsletter, the *Global Hospitality Report* and was the company's primary media contact.

Simultaneously, Leora directed HVS's Sales & Marketing division, working directly with a myriad of hotel owners, properties and companies, hospitality-related services, and other entertainment and recreational venues. Leora and her team of experienced marketing communications specialists provided strategic planning, innovative sales training and action planning, social media marketing and publicity, and big-picture branding consultancy.

Prior to joining HVS, she worked for nearly ten years as Director of Public Relations & Advertising for the ITT Sheraton Hotels of New York and for five years as Director of Public Relations for the Greater Boston Convention & Visitors Bureau (now Meet



Boston). With ITT Sheraton, she ran the public relations and advertising operations for six hotels and played a significant public relations role for the hotels during the 1992 Democratic National Convention, and for numerous hotel openings since that time. While in Boston, she spearheaded the citywide promotion of the Monet exhibition and was invited by the Japan National Tourist Organization to teach destination marketing to tourism officials there.

A member of the International Society of Hospitality Consultants (ISHC) and the Hospitality Sales & Marketing Association International (HSMAI), Leora is a member of the Hotelier's Guild *Academy of Hospitality Arts* and is a member of the Americas Advisory Board for HSMAI. Leora was named one of the *Top 100 Powerful Leaders of Hospitality in the US in 2022* by the International Hospitality Institute (IHI)). The IHI also named her one of the *Top 30 Influential Hospitality Educators for 2023*, *Top 25 Influential Hospitality Educators for 2022*, and appointed her as one of its five Educational Advisory Board Members. In February 2017, HSMAI's national leadership awarded Leora as one of the Top 25 Extraordinary Minds of Hospitality Sales & Marketing. She was also honored as Professor of the Year for 2016-2017 by the students of Boston University's School of Hospitality Administration.

In November 2019, she was named one of the "18 Women Paving the Way in Hospitality" by *Lodging* magazine; in early 2020 she was nominated as a Massachusetts Lodging Association Business Partner of the Year; and in 2010 Hospitality Marketing Executive of the Year by the Big Apple (Greater New York) chapter of HSMAI.

Leora earned a bachelor's degree from Cornell University and a master's from Boston University, writing her master's thesis on hotel crisis communications. Over the years, she has written for dozens of industry publications including BU SHA's *Boston Hospitality Review*.

EDUCATION:

MS in Public Relations, Boston University

BS in Communications, Cornell University

ACADEMIC APPOINTMENTS:

Boston University School of Hospitality Administration

Executive Director, OL Academic Programs	July 2024 - present
Assistant Dean, Academic Affairs	July 2021 – June 2024
Faculty Chair, Graduate Programs	July 2019 – June 2024
Associate Professor of the Practice	July 2018 -present
Lecturer	Jan 2015-June 2018



Articles Authored /Curated

- Curated the April and May 2024 editions of the Boston Hospitality Review. Sharing Q&As with leading hospitality marketers; The “Marketing Innovation” edition: <https://www.bu.edu/bhr/>, Part I and II.
- Lanz, August 1, 2023. Is Extreme Tourism Responsible Tourism? *Hotel News Now*
- Lanz, July 12, 2023. Responsible Tourism Also Means Responsible Tourists. *LinkedIn*.
- Lanz, Deal. August 2021. Destination Marketing in a Pandemic: How Bermuda Retained its Relevance and Found Silver Linings. *Boston Hospitality Review*.
- Lanz, Feltault. Summer 2020. The Case of the Diamond Princess: Stranded at Sea in a Pandemic, Parts I, II, III. *Boston Hospitality Review*.
- Lanz. June 25, 2022. The 4 C’s of a Hote’s COVID Communications Toolkit. *Boston Hospitality Review*.
- Lanz, Szymanski. June 2020. Restaurants Maneuver in Response to COVID-19. *Boston Hospitality Review*.
- Lanz. April 16, 2020. What Will Conferences Look Like Post COVID-19. *Boston Hospitality Review*.
- Lanz, Ferrari, Mody. March 24, 2020. Hospitality Communications in a Time of Coronavirus: Tips for Maintaining Trust and Engagement. *Boston Hospitality Review*.
- Lanz, Kibler. November 2018. Skill Sets Required to Manage the Hotel’s (Digital) Customer Touchpoints: Collaboration Necessary. *Hotel Executive*.
- Lanz, Berry. Winter 2019. How Can Single-Unit Restaurants Strive for Online Presence, *Boston Hospitality Review*.
- Lanz, Freiburger. August 2018. Hospitality Websites: The ADA’s Impact on Impaired Individuals’ World Wide Web Access. *Boston Hospitality Review*.
- Lanz, Sridhar. Spring 2018. Cutting through the Online Hospitality Clutter, Part II: Best Practices for Paid Digital Marketing. *Boston Hospitality Review, Hotel OnLine*.
- Lanz, Lesmes. Winter 2018. Cutting through the Online Hospitality Clutter: 10 Best Practices for Organic Visibility. *Boston Hospitality Review*.
- Lanz, Karakachian. July 2018. The Rise of European Tourism: The Normalization of Terrorism. *Hotel Executive*.
- Lanz, Fazzini. June 2018. Internships in the Hospitality Industry: What Students Want and What the Industry Needs. *Hotel Executive*.
- Lanz, Hock. April 2018. New Options for Managing Hotel Public Relations: The Millennial Mindset Gives Power to Instagram. *Hotel Executive*.
- D’Amico, Lanz. September 26, 2017. The Impact of the 2017 Hurricanes on the Islands of the Caribbean. *HVS Global Hospitality Report, Hotel Online*.
- Lanz, Fazzini. October 2017. How do Hotels Fill those Last Available Rooms? *Hotel Executive*.
- Lanz, Shapiro. October 14, 2017. How Should I Compensate My Sales Manager? *Hotel Online*.
- Lanz, January 30, 2017. Cutting Through the Clutter to Brand Your F&B. *Hotel OnLine*.
- Lanz, Lesmes. July 2016. Latin America Unveils Unlimited Potential for Investment Opportunities Post Brexit. *Hospitality Net/LHL Communications*.
- Lanz, Lesmes, Tucker. Spring 2016. Rebranding Before the Digital Age: Four Strategies Used by the Sheraton NY Hotel & Towers During the 1992 Democratic National Convention, *Boston Hospitality Review*.



- Lanz. Winter 2016. Hotel E-Commerce: Navigating the Complex Digital Marketing Landscape. *Hospitality Net/LHL Communications*.
- Lanz, Carmichael. Fall 2015. Digital Marketing Budgets for Independent Hotels: Continuously Shifting to Remain Competitive in an Online World. *Boston Hospitality Review*.
- Lanz, Carmichael. July 2015. The Dual-Branded Hotel: Operational Efficiencies, HR Cautions, and Future Value. *Boston Hospitality Review/Hotel Online*.
- Lanz, Rackham. May 2015. Hotel CSR: Social Causes and “Doing Good” Will Remain Integral in Hospitality. *Hotel Executive*.
- Lanz, Lesmes. April 16, 2015. From Lookers to Bookers: How Your Online Reputation can Be Your Best or Worst Asset. *Hotel OnLine*.
- Lanz, Fazzini. Spring 2015. Search Engine Marketing: Financial & Competitive Advantages of an Effective Hotel SEM Strategy. *Boston Hospitality Review*.
- Bagley, Lanz. March 21, 2014. Preparing Your Hospitality Executives & Staff For Effective Corporate Communication. *Hotel OnLine/4Hoteliers*.
- Bagley, Lanz. March 11, 2014. The Evolution of Digital Marketing and the Significance of Earned Content Part II. HVS Global Hospitality Report, Hotel OnLine.
- Lanz, Pete, Bagley. February 24, 2014. The Digital Direction: Hotel Marketing Budgets and a 101 for Hotels Part I. *HVS Global Hospitality Report*.
- Lanz. April 2011. The Communications of Social Media. *Hotel Executive*.
- Lanz, Coyle. February 18, 2011, An Untraditional Training Approach for Hospitality Sales Managers. *HVS Global Hospitality Report/Hotel OnLine*.
- Lanz, Coyle. January 22, 2011. Why is Upselling Important? How Can Hotels Improve Revenue Directly from the Front Desk? *4Hoteliers*.
- Lanz, Suri. January 11, 2011. Have you Scheduled Your Digital Wellness Checkup? *HVS Global Hospitality Report / 4 Hoteliers*.
- Lanz, Coyle. August 8, 2010. Bringing TLC to the RFP. *HVS Global Hospitality Report / 4 Hoteliers*.
- Lanz, Hagen. August 4, 2010. Upselling at the Front Desk. *HVS Global Hospitality Report*.
- Lanz, Shapiro. February 28, 2010. It’s Still About Rate and Customers, But the Tools Have Changed. *HVS Global Hospitality Report / 4 Hoteliers*.
- Lanz, Shapiro. October 29, 2009. The Relationship with OTAs Should be a Partnership. *HVS Global Hospitality Report / 4 Hoteliers*.
- Lynn, Lanz, Shapiro. July 10, 2009. A Key Component to Asset Management, The Sales & Marketing Assessment. *HVS Global Hospitality Report*.
- Lanz. November 14, 2008. Business Goes On: Hotel Sales Tips for an Uncertain Market. *HVS Global Hospitality Report / Canadian Lodging Outlook*.
- March 2009, Canadian Lodging Outlook/HVS, Smart Revenue Management Techniques for 2009, Lanz
- Lanz. March 6, 2008. Five Ways To Increase Your Sales & Marketing Momentum. *HVS Global Hospitality Report / Canadian Lodging Outlook*.
- Lanz. March 3, 2008. Modernize the Content and Structure of Your Press Release. *HVS Global Hospitality Report*.
- Lanz. February 12, 2008. Training to Keep Your Hotel Sales Effort Strong. *HVS Global Hospitality Report*.
- Lanz, Wiener. January 25, 2008. Relieving Pre-Opening Jitters: It’s Never Too Early to Start Thinking About PR. *4 Hoteliers*.
- Lanz, Wiener. January 14, 2008. Getting the Most of your Public Relations Dollars. *4 Hoteliers*.
- Lanz, Shapiro. January 12, 2008. Build It. But Will They Come? *HVS Global Hospitality Report / 4 Hoteliers*.



- Lanz. January 9, 2008. Marketing Independent Hotels. *HVS Global Hospitality Report / Hospitality Net*.
- Lanz. October 22, 2003. The General Manager as your Chief Sales Executive. *HVS Global Hospitality Report / Hospitality Net*.
- Lanz. August 11, 2003. Getting the Most of Your Public Relations Dollars, *HVS Global Hospitality Report / Hospitality Net*.
- Lanz. June 5, 2003. Have you Revised Your Sales & Marketing Strategies? Conducting Your Sales & Marketing Audit. *HVS Global Hospitality Report / Canadian Lodging Outlook*.
- Lanz. May 25, 2003. The Realities of Hospitality Marketing in a Post 9-11 World. *HVS Global Hospitality Report / Hospitality Net*.

Academic Publications

- Lanz, Bagnera, Feltault. October 18, 2022. Extended Stay America: HR Success Amid COVID-19 Pandemic. *Journal of Hospitality Tourism Cases*. *Recognized as Article of the Week, International CHRIE, October 14, 2023

Books

- Composing: *Developing a Marketing Mindset*
- Chapter: The American Hotel & Lodging Educational Institute Sales and Marketing textbook, 6th edition, released March 2014.

Publications Edited

- Lanz, Upneja. July 2022. Digital Marketing Edition. *Boston Hospitality Review*.
- Eckstein, Upneja, Lanz. June 2022. Senior Living Edition. *Boston Hospitality Review*.
- Lanz, Upneja. September 2021. Student and Digital Marketing Edition. *Boston Hospitality Review*.
- Lanz. 2003-2018. Editorial Advisory Board. *Hotel Business Review*.

Articles About LHL

- April 18, 2024. Professor Who Super Commutes from LI to Boston. *NY Post*.
- January 24, 2024. A Necessary Mindset: Sustainability Hospitality in 2024. *BU Medium*.
- Visram. December 21, 2023. May is the New July. Norway is the New Italy. How Extreme Heat is Changing Tourism. *Fast Company*.
- Bouranova. Dec. 19, 2022. This School of Hospitality Administration Class Doubles as a Marketing Agency for Cities, Hotels, More. *BU Today*.
- Holt. Spring 2023. Learn by Doing. *Check-In, BU SHA Alumni Publication*
- Oshins, Brown. June 11, 2018. Blending Theory and Practice: Experiential Learning in Hospitality. *Boston Hospitality Review*.

Keynote, Panels, Moderator Roles

- May 2024 New York City, October 2024 Boston – representing HSMAI Americas at AH&LA General Manager sessions
- April 2023. Keynote, Combatting Implicit Bias in the Workplace, Eye2EYE of Alpha



Kappa Psi, Boston University

- April 2023. Future of Talent and Workforce, presented to Marriott International's New England Business Council
- 2020 – present: Welcome for BU School of Hospitality's Dean's Distinguished Speaker Series.
- Spring 2019 - 2023. Boston University School of Hospitality Leadership Summit.
- June 23, 2020. Boston University School of Hospitality. Beyond Borders, Hospitality Updates from Across the Globe.
- Summer 2020. Various panels of the BU School of Hospitality Summer Conversations Series.
- Summer 2020. Unique Venues, future of conferences and meetings
- March 2018. BD West (Boutique Design West). Design Updates from the Brands.
- April 2017. Culinary Institute of America Flavor Summit, Napa, CA. Instagram for Restaurateurs and Chefs.

Consulting Portfolio (LHL Communications)

- Key Hospitality Advisory – Paris, Vietnam
- Browning Realty Management – Hilton Garden Inn, Residence Inn – Riverhead, NY
- Brock Enterprises - Marriott Residence Inn & Homewood Suites, Palm Beach Gardens Florida
- SAHIC South America, SAHIC Cuba and Costa Rica Sustainable Hotel & Tourism Conference – hospitality and tourism investment conferences
- Caribbean Hotel Investment Conference & Operations Summit (CHICOS)
- Hotel Investment Conference South Asia (HICSA)
- IHG Owners Association
- TerraVelo Tours, luxury road bike tours
- Villa le Barone, Chianti, Italy
- Lake House, Lake Placid, New York
- AETHOS Consulting Group – hospitality executive search and human capital advisory
- Just 90 Miles (US tour operator to Cuba)
- Hospitality advisory firms Horwath HTL, TR ENGEL Group, LWHA, HVS
- Marriott Hotel & Resorts Northeast Regional Sales Office

Consulting Portfolio HVS

- The Algonquin Hotel, New York, NY (HEI Hotels) – Marketing assessment
- Crowne Plaza Hotel Milwaukee-Wauwatosa, WI – Grand opening public relations for brand prototype
- Courtyard by Marriott, Gulfport, MS – Public relations and crisis communications re: BP Oil Spill following Hurricane Katrina
- The Daniel Group, Virginia – Sales action plans for five properties
- DoubleTree by Hilton Hotel, Annapolis, MD – Grand opening and press trip



- High Peaks Resort, Lake Placid, NY – rebranded as an independent from Hilton flag, public relations, media tours and press trips
- Hilton College Station & Conference Center, Bryan, TX – Start-up public relations and F&B introduction
- Hilton Jackson Hotel, Jackson, MS – Introduction of new chef and F&B public relations
- Hilton Stamford, CT – Public relations for meetings and F&B
- Holiday Inn Clark, New Jersey – Reintroduction public relations for new brand prototype and redesign
- Homewood Suites, Palm Beach Gardens, FL & Radisson, New Rochelle, NY (Brock Development Corporation) – Grand opening public relations and sales action plans
- Lancaster, PA Convention & Visitors Bureau – Public relations and media tours
- Lane Hospitality, Northbrook, IL – Public relations (2000 to 2011)
- La Samanna Hotel, St. Martin, French West Indies (Orient Express Hotels) – Sales training
- La Posada Hotel, Laredo, TX – Repositioning public relations and sales counsel; developing Standard Operating Procedures
- The Paramount Hotel, New York, NY (Sol Melia) – Public relations
- Pocono Manor Golf Resort & Spa, Pocono Manor, PA – Repositioning public relations, sales training, and marketing plan development
- Renaissance Hotel, Ft. Lauderdale, FL – Press trip
- Seralago Hotel & Suites, Kissimmee, FL – Sales awareness campaign
- Six Flags Great Escape Park & Indoor Water Park Hotel, Lake George, NY – Grand opening, marketing communications and sales planning
- The Standard Downtown, Los Angeles, CA & Hotel QT Times Square, New York, NY (Hotels AB) – Marketing planning
- The Westminster Hotel, Livingston, NJ – Opening integrated marketing communications and sales
- The Inn at Fox Hollow, Woodbury, NY – pre-opening and opening marketing communications and sales

Consulting Portfolio (Boston University courses)

- Studio Allston, The Arcadian Hotel, Highgate
- Envoy Hotel, Seaport Boston, Hersha Hospitality
- MIDA, Chef Douglass Williams, Boston, Mass
- Time Out Market
- Shed's BBQ
- Union Square Donuts
- Row 34
- Del Frisco's
- Tremont 647 and Smoke Shop BBQ
- Boston Marriott Long Wharf - Sunstone
- InterContinental Hotel Boston
- Mandarin Oriental Hotel Boston
- Hotel Marlowe, A Kimpton Hotel



- Marriott Courtyard Copley Square
- Massachusetts Convention Center Authority
- Fenway Park
- Dine Out Boston
- Art Week Boston
- Blue Man Group
- The Godfrey Hotel
- CB Stuffer chocolates
- Dreamland Wax Museum
- Waterworks Museum, Chestnut Hill, MA
- Hilton Global Brands: Tempo, Motto, Canopy, HGI, Hilton, Hampton, Doubletree
- Revere, Massachusetts
- The Koji Club
- The Langham Hotel
- The Moxy Boston
- Boston Harbor Hotel
- The Kenmore, Bar & Grill
- High Street Place
- Row Republic, fitness club, Boston, MA
- Montesquieu Wines, California
- The Verb, Highgate Hotels, Boston
- The City of Revere, Massachusetts
- Punch Bowl at the Hilton Garden Inn Brookline, MA & Ziskin Family restaurants,
- Franklin Park Zoo
- Levy's Food Service at the BCEC
- Marriott Courtyard Cambridge Boston
- Uvida
- Faneuil Hall Marketplace
- Meet Boston

