



## Biography

### **Manfred Gerling** **General Manager, New Harmony Inn**

Veteran hotel executive Manfred Gerling oversees all operations for the Red Geranium Restaurant and New Harmony Inn.

With more than 40 years of hospitality industry experience, Gerling looks at the bigger picture. He has developed a five-year plan for the New Harmony Inn that includes making sweeping changes at the property to increase revenue.

His experience at Doubletree Hotels involved opening eight new franchises in just two years. In an even shorter amount of time, Gerling expanded Park Plaza's franchise program, increasing the company's hotels and inns from 30 to 40, while establishing and monitoring corporate brand standards.

Gerling also previously served as vice president of development for such corporations as Hilton Hotels and Radisson Hospitality Worldwide. As vice president and general manager of Princess Hotels International, he opened the 650-room Scottsdale Princess Golf and Tennis Resort. With 100,000 square feet of meeting space, the Scottsdale Princess was one of the largest conference resorts in the Southwest, earning a 4-Star, 5-Diamond rating in its second year of operation.