



# ADELE GUTMAN

The Authority on  
Hospitality Reputation  
Marketing Success

Hospitality Consultant, Speaker,  
Guest Experience Problem Solver,  
Reputation, Culture, and Leadership Expert

## CULTURE DRIVES AWARD WINNING RESULTS

#1 highest guest review scores  
IN THE WORLD -2015 & 2016  
-Review Pro Luxury Brand Report.

Company-wide 96.1 GRI  
Global Review Index Score from  
ReviewPro's analysis of 2.7M online  
reviews worldwide.

Her four Manhattan boutique  
hotels were ranked as the #1, #2,  
#3, and #4 hotels in a row in  
2010 out of 400+ hotels in NYC.

In September 2020, they were still  
flying high as #1, #2, #3, and #18 out  
of 500+ New York City hotels.

The Aria Hotel Budapest by Library Hotel Collection was celebrated as the  
#1 Hotel in the World for guest reviews on the  
2017 Tripadvisor Travelers' Choice Awards



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### CONTACT US



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Top 25 Extraordinary  
Minds in Hospitality  
Marketing - HSMAI

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## AVAILABLE SERVICES

- Reputation Optimization Consulting
- Keynote Speaking Engagements
- Culture and Leadership Workshops
- Review Response Training
- Executive Coaching
- Branding and Repositioning Consulting



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**Adele**  
*Gutman*  
Get Great Guest Reviews  
★★★★★

Adele has been a featured at numerous events including:



## SAMPLE SPEAKING TOPICS

- ✓ **Are Unhappy Guest Reviews Draining Your Revenue...**  
*and sending your best employees running for the door?*
- ✓ **The Most Powerful yet Neglected Leading KPI:**  
*How to Optimize Revenue with a Focus on NPS and CSS.*
- ✓ **The Lifetime Value of Loyal Customers:**  
*Harness the Revenue Generating Power of Fans*
- ✓ **Attracting, Cultivating, and Retaining Great Employees**  
*You Can Create the Culture you Dream of! Here's how to begin.*
- ✓ **What's bugging travelers today? Let's Fix It!**  
*because it is killing profitability and the joy of your team.*



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Hospitality Power Index™ Top 50 USA Hospitality Influencers

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## TESTIMONIALS



### Romina Rozensztajn

It's no wonder Adele is called the "Queen of Tripadvisor"; her ability to help hotels attract stellar reviews on Tripadvisor is legendary.



### Yogini Patel

There was a time we thought ...It will be such a hard and long road to get there. But low and behold, it happened! It really happened and the impact it had on increasing sales to our hotels was unlike any paid advertising would ever achieve.



### Lonny Wolfe

I highly recommend Adele Gutman there is no substitute. Let Adele elevate your property to the level it should be.



### Diana Moshak

She knows exactly what guests expect today at a hotel and how to train effective staff to deliver great service and receive positive reviews for your property!



### Holly Zoba

I was thrilled when I saw that she was now working with other organizations to share that wisdom. Hire Adele right away, you will see the return!



### Ben Hanley

She is, without compare, the single most useful resource a hotelier would have access to, when considering the management of the reputation of their property.

Adele has the inimitable ability to capture her listeners' attention, regardless of the subject, due to her palatable passion for many topics and the crystal-clear way in which she conveys ideas, thoughts and opinions.

Her guidance is free of ego and her content is packed with value.



### Dor Lev

All the process from the intro meeting, to specifying the right content, all the way to the presentation itself was fun and insightful. The team was inspired and walked out with practical tools as well.



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