

MARTY McDANIEL, CHA

INDEPENDENT DIRECTOR & ADVISORY BOARD CANDIDATE

Chairman & CEO, The Northstar Companies | Second-generation hotelier

marty@martymcdaniel.com

850-896-4925

martymcdaniel.com/board

BOARD PROFILE

Career hospitality operator with 38 years of leadership across hotels, resorts, vacation ownership, condo-hotels, HOA/association management, multi-unit operations, development, turnarounds and asset repositioning. Brings an owner-level operating lens to the boardroom: pressure-testing strategy, improving performance, aligning management with ownership priorities, and translating capital decisions into property-level results.

BOARD VALUE

OPERATING JUDGMENT

Knows what execution actually requires - labor, revenue, guest experience, franchise standards, culture and cash flow.

GROWTH & VALUE CREATION

Multi-property growth, acquisitions/divestitures, repositioning, capital projects, owner reporting and enterprise-value focus.

SPECIAL SITUATIONS

Turnarounds, management transitions, lender/owner dynamics, distressed or underperforming assets and complex stakeholder environments.

INDEPENDENT PERSPECTIVE

Constructive challenge without operating interference; disciplined questions around assumptions, accountability, risk and return.



SELECTIVE BOARD INTEREST

Privately held, founder-led and growth-stage hospitality businesses seeking seasoned independent operating judgment.

38

Years in hospitality

137%

4-year portfolio RevPAR index

\$27M+

Hotel renovations led

16

Hotels / six states overseen

650+

Team members at peak platform

\$90M

Property revenue responsibility

EXPERIENCE AT SCALE

MULTI-UNIT LEADERSHIP

Oversaw up to 16 hotels in six states; worked with ownership and lenders, negotiated management agreements and supported acquisitions and divestitures.

COMPLEX RESORT OPERATIONS

Led a 900+ unit oceanfront resort with \$30M+ annual revenue, multiple restaurants and bars, 33,000 sq. ft. of meeting space, spa and health-club operations.

CAPITAL & REPOSITIONING

Directed approximately \$27M in renovations across 14 hotels and worked with development/construction teams on major hotel and condominium redevelopment.

REVENUE & PROFITABILITY

Achieved a portfolio-wide RevPAR index averaging 137% over four years and increased annual revenue 25% while leading Lighthouse.

LIGHTHOUSE TO NORTHSTAR

Following the 2024 divestiture of Lighthouse-owned hotel assets, the hospitality platform transitioned into The Northstar Companies - a brand architecture move placing hospitality management and advisory under the same umbrella as Northstar's other operating businesses.

CAREER PERSPECTIVE

2024-Present	The Northstar Companies	Chairman & CEO	Northstar houses hospitality management/advisory; work spans owners, lenders, receivers, special servicers and institutional stakeholders.
2013-2024	Lighthouse Hotels & Resorts	Founder, President & CEO	Built hotel ownership/management platform; drove performance and completed owned-asset divestiture before transition into Northstar.
2008-2013	Resort Development Funding	President & CEO	Built resort, vacation-rental and HOA platform to \$40M+ annual revenue.
1999-2008	Royal American Hospitality	GM, VP & Director of Operations	Five-hotel Gulf-front portfolio; redevelopment, rental/HOA platform and operating recovery.
1994-1999	Tollman Hundley Hotels	GM / Regional VP	301-unit oceanfront hotel plus regional oversight of up to 16 hotels in six states.
1991-1994	Sands Resorts	GM / Vice President	900+ unit full-service oceanfront resort; \$30M+ revenue and extensive F&B/meeting operations.

GOVERNANCE & COMMUNITY LEADERSHIP

Nearly a decade on the Bay County Tourist Development Council, including Chairman, Marketing Committee Chairman and Bed Tax Committee Chairman. Served as Chairman during the effort that brought Southwest Airlines service to Northwest Florida Beaches International Airport.

CREDENTIALS

Certified Hotel Administrator (CHA)
Revenue Management Expert - eCornell
Bachelor's Degree, Business

STRATEGY THAT SURVIVES CONTACT WITH OPERATIONS.

Selectively considering compensated independent director and advisory board appointments.