

Dear Members of the Selection Committee,

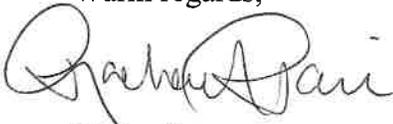
I am writing to express my sincere excitement for being considered for appointment to the Greater Raleigh Convention & Visitors Bureau Board of Directors. I am truly honored to be considered for the opportunity to serve an organization that plays such a vital role in shaping, promoting, and elevating our region.

As a hospitality professional, my passion for tourism runs deep. I have dedicated my career to creating meaningful guest experiences, supporting local partnerships, and fostering a sense of place that encourages visitors to return while strengthening pride within our community. I firmly believe that thoughtful tourism development is not only an economic driver, but also a powerful way to showcase the character, creativity, and hospitality of Greater Raleigh.

I am particularly enthused by the work the GRCVB continues to do to enhance our area's visibility, vibrancy, and long-term growth. The opportunity to collaborate with fellow leaders, build new relationships, and contribute my perspective from the hospitality industry is both exciting and deeply motivating.

It would be a privilege to support the Bureau's mission and to play a role in advancing the initiatives that make our region such a compelling destination. Thank you for your time and consideration. I look forward to the possibility of contributing to the important work being done to strengthen tourism and the community impact across Greater Raleigh.

Warm regards,

A handwritten signature in cursive script that reads "Rachael Pair". The signature is written in dark ink and is positioned above the printed name.

Rachael Pair

Rachael E. Pair is a hospitality and community leader with more than 20 years of experience guiding complex organizations through growth, change, and community engagement. She currently serves as General Manager of The Mayton in Downtown Cary, where she leads with a service-minded, people-first philosophy rooted in empathy, accountability, and intentional hospitality.

Rachael has held executive leadership roles across branded and independent hotels, including serving on opening teams and overseeing large, diverse workforces. Her background includes financial stewardship, sustainability initiatives, capital projects, and stakeholder alignment.

She previously served on the Board of the United Arts Council of Raleigh and Wake County and currently serves on the Wake County UAC Cultural Plan Taskforce. Rachael is passionate about organizations that uplift people, culture, and community.

RACHAEL E. PAIR

Wake Forest, NC | 919.669.0598 | rachaelpair@yahoo.com

EXECUTIVE SUMMARY

Service-driven hospitality executive with 20+ years of leadership experience across branded and independent hotel operations, including urban openings and boutique environments. Known for leading with empathy, influence, and operational discipline while aligning ownership, investor, and associate priorities. Trusted people-first leader with deep expertise in hotel operations, food & beverage, talent development, sustainability initiatives, and community engagement.

CORE EXPERTISE

Hotel & Property Operations • P&L Oversight • Food & Beverage Operations • Team Development & Retention • Openings & Transitions • Strategic Planning • Sustainability Initiatives • Community & Board Leadership • Service-Minded Leadership

PROFESSIONAL EXPERIENCE

General Manager – The Mayton | Downtown Cary, NC (March 2023 – Present)

- Executive leader for a boutique, independent hotel with a strong food & beverage identity and community presence
- Oversee full operational and financial responsibility while stewarding brand, culture, and guest experience
- Lead, mentor, and support 100+ associates across Rooms, F&B, Sales, Events, Housekeeping, and Maintenance
- Champion a people-first culture grounded in empathy, accountability, and intentional hospitality

Director of Operations | Opening Team – Residence Inn Raleigh Downtown (Jan 2017 – Mar 2023)

- Member of the executive opening team for a high-profile urban Residence Inn
- Oversaw daily operations across all departments with emphasis on service consistency and operational excellence
- Led and supported 100+ associates, focusing on training, engagement, and culture-building
- Served as key liaison between ownership, brand, and on-property leadership

General Manager – Courtyard by Marriott Raleigh Crabtree (Mar 2008 – Mar 2017)

- Directed full-service hotel operations including Rooms, Food & Beverage, Sales, and Administration
- Provided disciplined financial oversight and operational leadership in a dynamic market
- Led people operations including talent development, performance management, and organizational compliance

KEY ACCOMPLISHMENTS

- Pioneered Summit Hospitality's first EBOM Gold LEED-certified property
- Recipient, Carolina Recycling Association Green Purchasing Award (2012)
- Recognized as Community Service Leader (2012 & 2016)
- Co-Project Manager for multiple hotel renovations and opening teams

BOARD & COMMUNITY LEADERSHIP

United Arts Council Board Member (2018–2024) • Wake County UAC Cultural Plan Taskforce (2024–Present) • Leadership Raleigh – Cohort 44 • Member, TCREW • Member, SKÅL RDU / Central NC • Community Partner & Supporter, GiGi's Playhouse

EDUCATION

Bachelor of Arts, Political Science – North Carolina State University