

bruce kinseth



As Executive Vice President of Kinseth Hospitality (KHC), Bruce Kinseth and the rest of the Kinseth team have seen it grow from a portfolio of three hotels, with \$5,000,000 in revenue and 150 employees, to that of a fully integrated hospitality company, with the operation of 47 hotels, 10 branded restaurants under multiple franchise brands, and the employment of more than 3,000 employees.

Mr. Kinseth has overseen the development of each functional department within Kinseth Hospitality. He has been actively involved in all facets of operations, including finance and accounting, sales and marketing, human resources, operations, asset management, franchise communications, franchise relations, construction, renovation, and development. From sales and marketing to the negotiation and implementation of labor contracts with the unionized hotels, Mr. Kinseth is involved with every facet of operations on a daily front. He is instrumental in maintaining strategic and operational plans for KHC.

Mr. Kinseth has experience with virtually all sizes and types of operations, from small-town, limited-service hotels, to large, full-service hotels featuring banquet and convention services, and high volume, casual-themed, nationally branded restaurants. He has participated in the acquisition of all of the hotels for the Kinseth portfolio, including those from direct acquisitions and third party hotel management contracts. Mr. Kinseth has been named a Receiver by the Court for various banks and institutions, and has also administered private equity investments for hotel investors.

Bruce grew up within the hospitality industry, gaining knowledge and experience while working for his father, Ken Kinseth, who owned and operated the Cliff House in Decorah, Iowa. His education from the University of Iowa culminated when he graduated with a BBS in Business in 1981. Upon completion of his degree, Mr. Kinseth immediately started his career in the hospitality industry, operating in all functional areas of hotel management.

Mr. Kinseth has been a board member of ASFONA (Association of Starwood Franchisees and Owners – North America) since 2000, and has been instrumental in franchisee/franchisor communication between Starwood Hotels and their franchise community. Bruce has also been invited as a guest speaker and panelist at many hotel conferences, including conferences regarding distressed real estate assets, given the multiple Receivership actions where Kinseth Hospitality is safe guarding assets for the Court.

