
Simone P. Doudna

University of Houston
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OBJECTIVE

To research and deliver relevant, impactful education across generations of lifelong learners.

EDUCATION

Ph. D Educational Human Resource Development (EHRD)	May 2026
Texas A&M University	
Current GPA: 4.0	
MBA (Master of Business Administration)	June 1998
University of Hull, England, UK	
B.S. Industrial Management	June 1993
University of the West Indies, St Augustine Campus, Trinidad	

ACADEMIC AWARDS AND ACHIEVEMENTS

Winner: Outstanding Faculty Advisor, University of Houston Legacy Awards	2021
Winner: University of Houston Teaching Innovation Program Grant (P.I.)	2021
Winner: Teaching Excellence Award, Instructional Instructional/Clinical Award	2019
Recipient: UH Alternative Textbook Incentive (ATIP) Award	2021
Recipient: UH Alternative Textbook Incentive Program (ATIP) Award	2019
Certified Hospitality Educator	2017

MENTORSHIP

Winner: First Place: Young Hoteliers Summit Global Challenge, Lausanne Switzerland	2023
Winner: First Place: CMAA World Conference Idea Fair, Orlando FL	2023
Winner: 2 nd Place: CMAA Shark Tank World Conference Competition 2023, Orlando FL	2023
Finalist: CMAA Shark Tank World Conference Competition 2023, Orlando FL	2023
Finalist: CMAA Shark Tank World Conference Competition 2023, San Diego, CA	2022

ACADEMIC EXPERIENCE

Instructional Assistant Professor	2017-Present
Develop and teach undergrad/graduate courses in areas of hospitality.	

Develop and execute Adult Education training through CMAA BMI Professional Education
Serve as Faculty Advisor for SPA, IAEE, CMAA
Faculty Advisor for University Caribbean Student Organization (CSO)
Serve on academic and service-related committees and as required.

Full time Lecturer

2013-2017

Develop and teach both undergraduate and graduate courses.
Serve as Faculty Advisor for Student Chapter, Houston Spa Association
Serve on committees as required.

Adjunct Lecturer

2008-2010

Develop and teach Introduction to Spa Management
Co-Founder, Faculty Advisor for Spa Association, Houston Professional Chapter; UH Student Chapter

TEACHING EXPERIENCE

Designed and delivered the following courses:

1. GHL 1337 Introduction to Hospitality Synchronous Online Summer/ HyFlex Fall 2020
2. GHL 1337 Introduction to Hospitality Face to Face Fall 2013-Present
3. HRMA 2160 Practicum 1 Online Fall 2013-Fall 2019
4. GHL 2160 Professional Development Online -Fall 2019-Present
5. GHL 2315 Introduction to Spas Online Fall 2016-Present
6. GHL 3160 Practicum 2 Online Fall 2013-Present
7. GHL 4352 Hospitality Organizational Behavior Online 2023
8. GHL 4352 Hospitality Organizational Behavior Hybrid 2022
9. GHL 4397 Spa Marketing Online Spring 2017-Present
10. HRMA 4397 The Future of the Spa Industry Online Fall 2018
11. GHL 4397 Airline Services Management Hybrid Fall 2017-Present
12. HRMA 4354 Advanced Hospitality operations, Hybrid General Capstone Fall 2018-Spring 2020
13. HRMA 4354 Advanced Hospitality operations Online Summer 2018
14. GHL 6397 Spa Marketing Online Spring 2017-Present
15. GHL 6397 Airline Services Management Hybrid Fall 2017-Present

Taught the following (Not designed):

CORE 1101 College Success Fall 2017-2019

My teaching highlights include the following:

1. Teaching 16 multi-disciplined courses within 10 years, including classes across campus.
2. Designing and teaching 15 courses at the Hilton College of GHL successfully.
3. Introduced 4 new courses to the College portfolio to broaden our marketability within hospitality: 1/Introduction to Spas, 2/Spa Marketing, and 3/Airline Services Management 4/ The Future of the Spa Industry

4. Within 10 years, successfully developed courses in all teaching formats to accommodate students' needs: Face to Face, Asynchronous Online, Synchronous Online, Hyflex and Hybrid design all with equally excellent teaching scores.
5. Launched new textbook, curriculum, and assessments for Intro to Hospitality to address student success in pandemic trends.
6. Taught freshman, Juniors, and Seniors with consistently strong scores.
7. Taught cross listed classes of undergraduate and graduate students with consistently excellent scores.
8. Launched Introduction to Spas and Spa Marketing course, developed and taught The Future of the Spa Industry course and served as the only faculty teaching it as a subject matter expert.
9. Launched Airline Services course as a Hybrid course and serve as the only faculty member teaching this area of hospitality.
10. Earning perfect scores in both mandatory and elective courses in various years
11. Spearheaded full course redevelopment for practicum to Professional development and Internship course including goals of 1000 work hours which currently supersede any national hospitality college and increases our rankings metrics 2017-present.
12. Advocated /spearheaded grading from pass/fail to letter grade for HRMA 2160/3160 respectively with great student success factors present.
13. Redesigned Introduction to Spas adopting Open Educational Resources in order to deliver relevant post COVID content and future trends.
14. Redesigned Airline Services Management employing Open Educational Resources in order to deliver relevant post COVID content and future trends.

BOOK CHAPTERS

Doudna, Ren, L., and McKercher, B. (Eds) (2021) Practical Learning in Hospitality Education. University of Queensland, DOI: 10.14264/5fed372 Chapter 23 Holistic Practicum Integration and development of soft skills

Knapp, W., 2021. Sustainability in the Hospitality Industry. 1st ed. La Jolla, CA: Cognella Academic Publishing Review of text proposal and 3 chapters

EXECUTIVE TRAINING/ADULT EDUCATION

Business Management Institute CMAA Training 2019-Present

Cherokee Nations Executive Training 2017-2019

Burns McDonnell Corporate Service Training Summer 2017

PROFESSIONAL SOCIETY MEMBERSHIP

Club Management Association of America (CMAA)

International Spa Association (ISPA)

National Center for Faculty Development and Diversity (NCFDD)

COMMITTEES AND BOARDS

Current:

Chair: Student selection process for travel and awards 2018-Present

- Member: University 3-year term HCCE (Honors in Co-Curricular Engagement) Advisory Board:
- Promote co-curricular programs to be more inclusive.
- Create an incentive for students to be more engaged.
- Increase the attractiveness of the University's nationally competitive scholarship campaign
- Prepare students for entering the workforce through experiential learning activities and a distinctive integrative learning component.
- Develop an ePortfolio or an approved substitute is a valuable tool that facilitates and promotes reflection while developing a curated web presence for use during the application process for graduate or professional school or successfully entering the workforce.
- Align with 21st Century trends in higher education.
- Member: Student Funding process. Collaboration with business office, graduate office and other stakeholders to examine best practices for standardizing student travel funding 2023.

Past:

- Chair: Practicum Committee: Overhaul of previous work experience requirements, emphasis on 21st century skills, increase requirement to 1000 work hours. Approved by Curriculum Committee and faculty.
- Chair: Student Travel Selection process. Coordinated recruitment and selection for all student travel and nominations including Genio Conference, Young Hoteliers Summit, AAHOA and ALIS conventions with inclusion, transparency, and equity. Approved by Administration
- Chair: Hospitality Electives committee: Reviewed all electives, petitioned to remove underperforming electives, and have a clear path for capstone courses. Approved by faculty.
- Member: Hilton College Teaching Guidelines committee: Developed the guidelines for the evaluation of teaching for Hilton College faculty in collaboration with five other faculty members. Approved by faculty.
- Member: Organizational Behavior Course Development Committee: Developed course description and learning outcomes for newly launched OB to replace Capstone in collaboration with three other faculty members. Approved by faculty.
- Member: Student Recruitment Committee: Identified 5 main goals, provided recommendations, solutions, and steps for implementation. Also pursued rebranding the college name which is in progress. Developed robust plan to execute recruitment both in state and out of state post COVID. Approved by Administration
- Member: Curriculum committee. First curriculum revamp in over 15 years. A thorough assessment of core courses, electives, areas of emphasis and 21st century trends were reviewed. Included engaging Industry partners through focus groups, Qualtrics surveys, analysis of information and chairing sub committees.

- Member: Hilton College Teaching Excellence Rubric: Advocated for the highest standards on teaching excellence with detailed rubric in alignment with Promotion and Tenure requirements. Approved by faculty.
- Member: Student Teaching Evaluation questionnaire, applied CHE (Certified Hospitality Education) criteria to have clear teaching goals, set relevant questions and clear feedback.

MEDIA SPOTLIGHTS

UH featured as national success story for student success in financial literacy. Impact: University of Houston was ranked #1 as financial literacy champions for participation during several time frames. Done in collaboration with Bauer College of Business.

INDUSTRY EXPERIENCE

Hilton Hotels Worldwide Skyline Spa & Health Club @ Hilton-Americas Houston **2004-2012**

Spa Director

- Executive Management for Spa Start-Up.
- Accountable for operational and strategic performance of Spa/Health club.
- Hilton Extended Executive Committee Member developing strategic goals, marketing plan and budgeting/forecasting.
- Restructured all aspects of spa for financial success: spa concept, menu, SOP's, training, merchandising, and culture:
- Achieved over 100% gains in net income year over year and created growth in revenue and profitability consistently.
- Achieved Nationally recognized Award for Best Urban Hotel Spa: Spa finder Readers' Choice

The Houstonian Hotel, Club and Trellis Spa. **2003- 2004**

Spa Operations Manager

- Part of opening team, spearheading successful startup with annual multimillion-dollar revenues. Accountable for entire flow of Spa Operations for staff of 75+ F/T employees.
- Hire, train and implement staff/systems for maximum efficiency and capacity.
- Manage payroll, manpower planning, budgeting, and strategic planning to increase productivity and revenue by 25% year over year.

The Greenhouse Spa and Salon, Steiner Leisure Inc. **2001- 2003**

Esthetician, Marketing Officer

- Fulltime skin care practitioner - specialized facials, microdermabrasion, chemical peels, lash and brow tinting, makeup application, waxing and retail consultancy.
- Work alongside General Manager with PR and Marketing strategies.

Caribbean Airlines **1991-2001**

Manager, Corporate Communications; Flight Attendant

- Launched complete rebranding exercise, including logos, uniforms, and new corporate image well within budget and timeframe.
- Main media relations person, in charge of submitting all press releases.
- Coordinated employee rallies quarterly, increasing participation by over 35% yearly.
- Consulted and updated all 16 outstations on an ongoing basis.
- Flight Attendant ensuring safety and comfort of passengers inflight.

COMMUNITY OUTREACH

Vice President, Social Events and Community Outreach: Lanier MS, HISD 2022-Present

Member: National Charity League 2021-Present

Scholarship Board, Senior Awards: Carnegie Vanguard HS, HISD 2022

Pastoral Council: St Theresa Catholic Church, Archdiocese of Galveston 2016