Ray Costello

Sales, Operations, and Growth Leader | SaaS and Housing

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Portfolio: **See the full story online**

Scan for the full story

Summary

I grew up in my family's business, starting on the loading dock at 13 and helping run a retail operation doing over $3 million a year by 19. Every job since has been a chance to learn what I'd need for the next: leading hospitality teams, working in senior housing operations and corporate, selling software to operators, and today leading the US business for Property Inspect, a global SaaS inspection platform, which I grew from four figures a year to seven figures in ARR. I founded a senior housing short stay business acquired by Holiday Retirement, and I do my best work where sales, operations, and product meet, whether in software, multifamily, or senior housing.

Experience

Property Inspect

Director of US Operations | Greenville, SC | May 2020 to Present

- Grew the US business from four figures a year to seven figures in annual recurring revenue (ARR)
- Run US operations and go to market for a global SaaS inspection and workflow platform, coordinating daily with teams in the UK, Europe, and South Africa
- Manage the US business development (BDM) and customer success (CSM) teams, along with support and project delivery
- Taught our UK and South Africa teams how to work with and support US customers
- Sell and manage enterprise and portfolio accounts across seven markets: senior housing, multifamily, municipalities, property management, commercial real estate, short term rentals, and third party inspection companies, including a global short term rental platform
- Lead federal and affordable housing strategy around HUD's NSPIRE inspection standard
- Scope enterprise deals with feasibility reviews, integration gap analysis, and phased rollouts, then lead onboarding from contract through go live
- Built the team's enablement toolkit (NSPIRE training, BDM guide, scorecard, ROI calculator) and represent the company at trade shows, webinars, and podcasts

Holiday Retirement *Largest independent living operator in the US, 43 states*

Project Lead, reporting to the CFO | Winter Park, FL | Jun 2019 to May 2020

- Led the short stay program after Holiday acquired Simple Stays; ran short stays in four communities and delivered a definitive proof of concept in early 2020
- Secured national furniture, fulfillment, delivery, and installation partners for guest units, lowering cost and on site workload
- Introduced crowdsourced design for logos and branding, delivering better work at a fraction of the cost and time
- When COVID paused the program, supported procurement, branding and marketing, sales, and IT

Property Inspect

U.S. Sales and Support | San Diego, CA | Nov 2018 to Jun 2019

- Supported the early US launch and helped establish sales, onboarding, and support processes still in use

Simple Stays *Acquired by Holiday Retirement*

Founder | San Diego, CA | Sep 2017 to Jun 2019

- Started a senior housing short stay business placing guests in vacant community units, with the booking processes and service model to run it
- Acquired by Holiday Retirement in 2019; the concept later became SuiteBird

ServingIntel
Software Sales Representative, Enterprise Senior Housing | San Diego, CA | May 2016 to Sep 2017

- Enterprise sales, onboarding support, and project management for point of sale software sold to senior housing companies

Vi
Director of Dining Services | La Jolla, CA | May 2015 to May 2016

- Moved a 1,000 meal a day, pen and paper dining operation onto a point of sale system

Sodexo *Kisco senior living community*
General Manager | La Jolla, CA | Dec 2013 to May 2015

- Led an operational turnaround that helped position the community for its sale to Merrill Gardens

University Club San Diego
Director of Food and Beverage | San Diego, CA | Apr 2013 to Dec 2013

- Oversaw a complete kitchen remodel

Quail West Golf and Country Club
Director of Food and Beverage | Naples, FL | Feb 2008 to Apr 2013

- Took food and beverage from a loss to profitability during the 2008 financial crisis
- Oversaw a complete kitchen remodel
- Led teams of 50+ and served a membership of CEOs, founders, and industry leaders

Relais & Châteaux Planters Inn, 12 years training staff in high end, fast paced hospitality

Passion Projects

SuiteBird | Short stay software for senior living, built with a contract developer. Working beta with booking, guest management, reporting, and a housekeeping layer. suitebird.github.io/index

SuiteBird PA | Prototype that tracks post acute coverage timelines so communities can plan ahead. suitebird.github.io/suitebird-pa

SuiteInnovations | Direct ship furnished units for senior living, based on the national furniture program proven at Holiday.

Skills

Sales: enterprise and portfolio sales, federal procurement, go to market strategy, partnerships, account management, renewals

Implementation: deal scoping, workflow design, onboarding, customer success, integration planning, compliance programs

Operations: senior housing operations, hospitality service standards, team leadership, support and project teams, budgets and P&L

Marketing: brand and messaging, websites and content, events and trade shows, webinars and podcasts, sales collateral

Product: requirements and roadmaps, prototypes and pilots, financial and occupancy models

Tools: Pipedrive, HubSpot, Intercom, PointClickCare, MRI, RentManager, Google Workspace, Slack, Monday.com, Notion, Storylane, Canva

The full story, including my journey, projects, and how I'd approach a new role, is online at **my portfolio site**.