



# Whitney Reid Pennell

Transforming teams, service, and culture—  
one experience at a time.



Whitney Reid Pennell is one of the most respected voices in hospitality leadership and workplace culture. As President of RCS Hospitality Group, she has built and trained service teams for hundreds of private clubs, resorts, and communities across North America and beyond. Under her leadership, RCS has been recognized by BoardRoom Magazine 17 times—including eight consecutive years as Staff Training Company of the Year.

A respected industry educator, Whitney has created more than fifty hours of virtual education and over fifty hours of virtual education and extensive in-person training and coaching seminars designed to elevate service, communication, and leadership across all levels of hospitality. She has twice been named a Top Club Influencer—once as one of the top women shaping the future of private clubs, and later as the only woman recognized among industry leaders.

A sought-after speaker and facilitator, Whitney has presented for the CMAA World Conference, Club Managers Association of Europe, Golf Business Conference, PGA Merchandise Show, Business Management Institute, Golf Inc. Strategy Summit, CMAA Mid-Managers Conference, and numerous regional and international events. Her sessions are known for their warmth, humor, and practical insight—helping leaders and teams translate the heart of hospitality into everyday actions that create meaningful, memorable experiences.

# SIGNATURE TOPICS

Whitney's programs combine storytelling and practical insight to bring hospitality to life through real-world strategies that inspire lasting impact for leaders and teams.

## **Women's Empowerment**

Inspiring women leaders to lead with clarity, confidence, and connection.

## **Leading with Emotional Intelligence**

Building awareness and empathy to strengthen relationships and trust.

## **Elevating Everyday Moments - The Art of GRACIOUS Service**

Creating consistent, meaningful experiences rooted in genuine care.

## **Igniting Unity, Elevating Service**

Strengthen executive culture through alignment, team bonding and communication strategies.

## **High-Touch Leadership: Empathy, Presence, and Connection at Work**

Leading authentically through empathy, attentiveness, and action.

## **Turning Service Breakdowns into Breakthroughs**

Transforming challenges into opportunities that rebuild trust.

## RECENT FEEDBACK

"Whitney's insights on Leading with Clarity and Intent and Lessons to My Younger Self sparked deeper conversations about connecting with others, leading by example, managing up, and embracing polish and professionalism. Her thoughtful approach inspired meaningful dialogue and strengthened our sense of purpose as leaders."

- Alexandra Schroegendorfer,  
SHRM-CP,  
Grey Oaks Country Club



## Custom Programs Available

*Book Whitney for your group and watch culture soar!*

Please feel free to reach out with any questions.