

Will Tarrant

Co-Founder & Owner

Service Metrics Group

Plano, TX

Phone: 972.638.7429

Mobile: 512.658.2112

Email: wtarrant@servicemetricsgroup.com

Will Tarrant is co-founder and managing partner at Service Metrics Group. A Dallas-based customer experience measurement firm focused in the travel and hospitality industry. His firm provides quality assurance, mystery shopping, guest feedback, and online reputation management solutions to hotels, casinos, airlines, private clubs, and ports of entry in more than 15 countries around the world. Under Will's leadership, Service Metrics Group has been named one of the Best Places to Work in Dallas and recognized by Hotel Tech Report as an industry innovator in hotel technology designed to enhance the guest experience.

Prior to founding Service Metrics Group, Will was an accomplished luxury hotelier and hospitality leader. From his first job as a PBX Operator, all the way to being named a Regional General Manager at age 25, he has worked in and managed the various aspects of complex hotel operations. Although his experience has mainly been focused in the independent lodging segment, Will also has experience in internationally branded properties and hotel companies, including Hilton Worldwide, Hard Rock Hotels & Resorts, MGM Resorts International, St. Regis Hotels & Resorts, and The Ritz-Carlton Hotel Company, among others.

He has served on new opening teams for more than 20 properties, and has led these efforts at five, most notably CityCenter Las Vegas and The Lanesborough London.

Will is also a classically-trained hotel butler, and a member of the International Institute of Modern Butlers. When he's not working, Will enjoys running, travel, and all things food and beverage.