

## CURRICULUM VITAE



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### Summary

- ▶ Over 30 years experience of general and corporate hotel management, including operations, quality control, franchise business and development with four major international hotel companies.
- ▶ Advanced with Crest Hotels to Operations Director Europe based in The Netherlands and Belgium. Prior to that held General Manager positions at hotels in The Netherlands, Belgium, Luxembourg and Spain where substantial growth in profit and guest satisfaction was achieved.
- ▶ Together with the Senior Vice President and Managing Director of InterContinental Hotels Group, set up a regional office in Brussels for Europe, the Middle East and Africa (E.ME.A.) Initially for 60 hotels and developed today to a portfolio of 580 hotels with three regional offices.
- ▶ Held in addition to operational portfolio, company-owned and franchised hotel responsibilities to set up a department focussing on service, quality standards and hotel openings.
- ▶ Developed and implemented a hotel standards & quality control process and a guest satisfaction tracking system - today successfully in place at various hotel companies.
- ▶ Recognised strong leader and team player. Having travelled and worked extensively in Europe, the Middle East and Africa, USA and Far East, posses a strong appreciation for the cultural and business requirements in each part of this region.

## Professional Experience and Accomplishments

**2007**                                  **Chief Executive Officer**  
**- Present**                              *Space Group Hotel - Resorts - Suites - Apartments*

Overall responsibility for Strategy, Development, Real Estate, Finance, Construction, Operations and Management.  
The Space Group is constructing two Best Western Hotels and One Ramada Resort in Sere Chevalier, France.

**2003 - 2007**                              **Vice President Franchise Business & Operations - E.M.E.A**  
*Ramada International Hotels & Resorts*

Reporting to and working very closely with Managing Director Reas Kondraschow. I have overall responsibility for the Ramada Franchised Business and Operations in the E.M.E.A region for all 204 Ramada branded hotels.

Main contact and responsible for effective communications with our multiple and individual existing business partners and hotels in E.M.E.A and responsible for negotiations of existing multiple and individual licenses and extensions.

To direct and manage a team of Senior Operations Directors and Franchise Business Coordinator during the pre-opening period of new hotel openings, opening staff training programmes, opening assistance and day to day business support.

Establish yearly Budgets, Business Plans and Key Performance Objectives for the department and team and implementation in the hotels to maximize revenue and profits, operating efficiency, optimize usage of GDS systems and related fees income stream for Ramada International.

To ensure to add value for our business partners at the same time increasing profits levels for Ramada International.

Responsible that hotels are maintaining the Ramada product and service standards, to improve EXCEED scores and to address weak performing hotels.

**1994 – 2003**                              **Senior Director Franchise Business**  
*InterContinental Hotels Group E.M.E.A., Brussels, Belgium*

Overall responsibility, ensuring effective communications with all hotels under a franchised license in the E.M.E.A. region (brands include InterContinental, Crowne Plaza, Holiday Inn and Express by Holiday Inn). Reporting to SVP Franchise Business. Profit responsibility of \$25 million.

To direct and manage a team of Franchise Service Managers during the pre-opening co-ordination, the hotel opening programme, the opening assistance and the day-to-day consulting. Ensure they provide a comprehensive package of training support for owners, managers and hotel teams of new, converting and existing hotels.

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Establish hotel business plans, compose budgets, maximise RevPar (Revenue Per available room) and profits, operating efficiency, optimise usage of GDS systems, improve quality and high level of guest satisfaction and employee spirit.

To ensure hotels maintain the company product and service brand standards, to improve the quality scores and to address weak performing hotels.

Member of the brand standards committee for InterContinental, Crowne Plaza, Holiday Inn.

Responsible for negotiating the extension of franchise licenses or management contracts and involvement in negotiations with development colleagues for new projects in E.M.E.A.

**1992 – 1994**

**Director Hotel Openings & Quality Control**

*InterContinental Hotels Group E.M.E.A., Brussels, Belgium*

Developed and implemented the first hotel opening department responsible for co-ordinating pre-opening assistance, hotel opening training programme and opening assistance.

Under my supervision, standards & training manuals for the various hotel departments and job descriptions have been established. This hotel opening training programme was recognised as one of the very best in the hotel industry.

Responsible for the co-ordination of more than 350 hotel openings in the E.M.E.A.

**1985 – 1992**

**Operations Director Europe**

*Crest Hotels Europe, Voorburg, The Netherlands*

Profit and operational responsibility for the company-owned, managed and franchised hotels including business plans, budget, sales & marketing, human resources, development and quality.

**1974- 1985**

**General Manager Positions**

General Manager positions at hotel properties in Amsterdam (Crest Hotels), Scheveningen (Clingendael Hotel Group, The Netherlands), Bruges and Luxembourg (Holiday Inn) and Marbella (Hilton).

## **Education and Professional Training**

- ▶ *Secondary study and hotel school in The Hague, The Netherlands.*
- ▶ *Certificate Cornell University in Ithaca N.Y., USA.*
- ▶ *Extensive training courses within InterContinental Hotels Group, Marriott and Wyndham*
- ▶ *including interpersonal skills for management.*
- ▶ *Certificate Cranfield University, UK*

## **Personal Information**

- ▶ *Belgian citizen with Dutch passport, born in The Hague, The Netherlands Sept. 09/47.*
- ▶ *Mother tongue Dutch and other language skills are fl uent English, German and French*
- ▶ *Computer Skilled*
- ▶ *President and Founder of Beyond the Moon for Europe, the Middle East and Africa  
(International association making dreams come true for children suffering from a terminal or  
life-threatening illness.)*