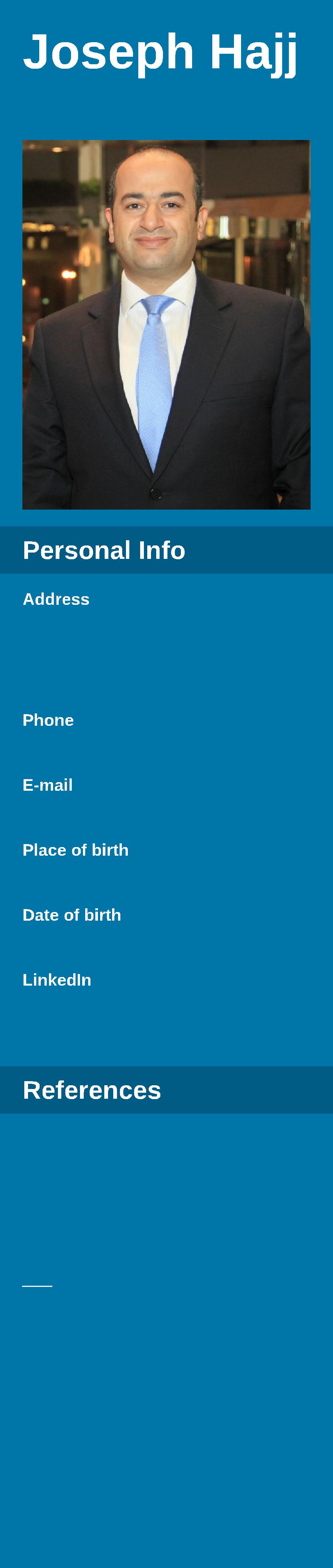
**JOSEPH**



Hotelier

[Joseph.373714@2freemail.com](mailto:Joseph.373714@2freemail.com)

Beirut- Lebanon

13 August 1976

Available upon request

 Holding a UAE driving license

Proactive forward-thinking leader with more than 16 years of experience in the hospitality industry. A unique international background, a disarming array of interpersonal skills and an in-depth understanding of hospitality, public relations and customer services – as expressed through real life experiences. Highly qualified expert with the ability to quickly raise an institution’s profile, services level and profitability.



01-2017 -



present



* In charge of the re- launching of the Walk at the Resort, managing daily operation.
* Creating new menus, planning promotions and menu engineering.
* Providing marketing plans and activities .
* Reporting to owner, insuring return on investment.
* Maintaining profitability levels, increasing revenues by 35% within the first 3 months.
* Reducing expenses by 10% compared to previous year



05-2013 -



09-2016



* Obtain profit contribution by managing staff; establishing and accomplishing business objectives.
* Accomplish subsidiary objectives by establishing plans, budgets, and results measurements; allocating resources; reviewing progress; making mid-course corrections.
* Build company image by collaborating with customers, government, community organizations, and employees; enforcing ethical business practices.
* Manage the hotel team, towards a healthy business environment.
* Budget reviewing and contracted suppliers.
* Review & Implementation of property procedures & policies implementation.
* Evaluating outlets menu & restructuring kitchen & Service manning.
* Managing all aspects related to customer satisfaction and external review processes.
* Enforcing training and mentoring to different training topics.
* Opening 3 food & beverage outlets, including 2 night clubs and one Arabic club, and launching the Garden beer place.
* 58.4% revenue growth Year to date 2013 vs 2014.
* Implementation of the Staff Satisfactory Surveys
* Leading the newly opened hotel & resort of Ain al Faida to establish it’s positioning among the 4 star properties in Al Ain, through required levels of services, events organizations, outlets openings & hotel reputation, formulating strategies and action plans, evaluating the success of core functions and ensuring that targets and deadlines are met.
* Reduced hotel staff turn over to 15% compared to previous years.



05-2012 -



04-2013



* Property handover from the previous operator.
* Coaching management team and staff to enhance customer satisfaction and increase repeated guest data base.
* Explore new potential markets and enhance tourism in the island.
* Ensure profit and return on investment for owners and Management Company.
* Implement management company standards.
* Planning and launching F&B themes to enhance outlets foot fall.
* Establish close business relationships with the governmental different sectors as Presidential palace, Minister of Tourism, Department of Transport, local TV & newspapers.
* Increased property positioning to be 1st ranked hotel on the Island.
* Diverted 80% of the Governmental business to the property.
* Secured an airline crew threw a 4 years contract.



10-2008 -



05-2012



* In charge of the 2 hotels including rooms and services of Cristal Salam & Cristal Abu Dhabi.
* Pre-opening of the second Cristal property, 112 Units. Handover from contractors the hotel rooms & reception areas. Executing snag list along with Housekeeping department.
* Analyze P&L, drill down to root cause and come out with strait forward action plan to make sure business plan is achieved.
* Investigate expenses, making sure not exceeding budget, creating business channels to enhance revenues.
* Creating Front office standards of operation (SOPs)
* Ranked #9 within 126 properties in AUH on trip advisor
* Fist page listing on booking.com
* Maintained 89% occupancy % YTD
* Implemented the Up-selling scheme, an increase of 1/2 million on rooms revenue



09-2000 -



10-2008



“Front Office Manager” Oct.2006 - Oct. 2008 - Al Ain Rotana Hotel (5 star, 198 units) - Al AIn

“Front Office Manager” Oct. 2003- Oct. 2006 - Hazmieh Rotana Hotel (4 star, 151 units) - Lebanon

"Assistant Front Office Manager” Dec. 2002- Oct 2003 - Gefinor Rotana Hotel. (5 star, 140 units) - Lebanon

“In charge of the Housekeeping Department” Sep.2002- Dec. 2002 - Gefinor Rotana Hotel (5 star, 140 units) - Lebanon

“Front Desk Supervisor” Aug. 2001- Sep. 2002 - Gefinor Rotana Hotel

“Night Auditor/Night Supervisor” Sep. 2000 - Aug. 2001- Gefinor Rotana Hotel



* Managing Front Office operations.
* Budgeting departmental revenues, staff manning, Controlling expenses.
* Pre-opening planning of the new hotel extension (90 additional units).
* Overlooking rooms revenue department and reservation department
* Active sales calls as part of sales team in order to insure efficient market penetration.
* Leading sales blitz, introducing the corporate accounts to hotel facilities and services.
* Preferred Hotels Group Ambassador, Project Manager Partnership program launcher.



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| --- | --- | --- | --- |
| 01-2010 - |  |  |  |
| 05-2011 | • Master of Business Administration (MBA) - Management and Marketing - 2011 | |  |
|  |  |
|  | • University of Atlanta, Abu Dhabi | |  |
| 09-1995 - |  |  |  |
| 05-1988 |  |  |  |
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|  |  |  |  |
|  |  |  |  |



advanced



Written, Spoken, Read



Native language



Written, Spoken, Read (intermediate)