**Mohannad**

**Mobile:** +971504753686

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Top-Notch Management Professional in Hospitality and Tourism sectors with expertise in business development, brand building, centralization, expansion, negotiations, sales, operations, client relationship and business administration. 17+ years of professional work experience contributing on management position and successfully achieving set organization objectives and sales goals. Wide range of contacts in leisure and corporate markets through-out Middle East and Europe. Exceptional proven skills in selling, client convincing, customer service, leadership, communication and interpersonal skills.

Highly talented, knowledgeable and resourceful person with huge background in consistently delivering results that contribute to the mission and overall success of hotels by accomplishing performance objectives focused on business revenues, guest and associate satisfaction and effectiveness; coordinating, directing and managing day to day operations.



**EDUCATION**

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| **Diploma in Tourism Techniques** | **1993- 1995** |

Hotel & Tourism Training Center, Damascus – Syria

Issued by Ministry of Tourism, Damascus- Syria

**2016- 2017**

**Diploma in Touristic Establishments Management** Gilgamish Tourism Training Center, Damascus- Syria Issued by Ministry of Tourism, Damascus- Syria

**COURSES**



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| **ICDL (International Computer Driving License)** | **2016** |

New Horizons Computer Learning Centers, Damascus – Syria Issued by ECDL, Canada

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|  | **CAREER SNAPSHOT** |  |
| **Executive Assistant Manager/ Sales** | **Apr 2014 up to-date** |
| Hotel 3\* another Hotel 2\* |  |
| Damascus- Syria |  |
| **General Manager** | **Feb 2012 – Feb 2014** |
| Green Oasis Hotel & Resort 3\* |  |
| Sohar- Oman |  |
| **Assistant General Manager** | **Jan 2009 – Mar 2011** |
| La Villa Group of Hotels |  |
| La Villa Palace 3\*, La Villa Hotel 2\* & La Villa Boutique Deluxe Hotel Apartments |  |
| Doha - Qatar |  |
| **Business Development Manager** | **Jan 2008-Jun 2008** |
| Eureka Hotel 3\* |  |
| Dubai- U.A.E |  |
| **Skycom Investments (Real Estate – Iconic Hotel Apartments)** | **May 2006-Dec 2007** |
| **Sales Manager** | May 2006-Dec 2007 |
| Iconic Hotel Apt’s. (Sister Concern of Skycom Investments) |  |
| Dubai- UAE |  |
| **NET Group of Companies (Travel & Tourism)** | **Jan 2003-Apr 2006** |
| **In charge of NET Tours Branch at Golden Sands 03** | Mar 2003-Apr 2006 |
| NET Group of Companies |  |
| Dubai- UAE |  |
| **Sales Executive** | Jan 2003-Feb 2003 |
| NET Group of Companies |  |
| Dubai- UAE |  |
| **Marathon Group (Travel & Tourism, rent-a-car) (GSA of Europcar)** | **Apr 1995–Dec 2002** |
| **Sales Manager** | Jan 2001-Dec 2002 |
| Marathon Rent-A-Car, (Sister Company of Marathon T&T) |  |
| Damascus- Syria |  |
| **Tours Manager** | Oct 1996-Jan 2001 |
| Marathon Travel & Tourism (Tour Operator) |  |
| Damascus- Syria |  |
| **Supervisor of European Department** | Apr 1995-Oct 1996 |
| Marathon Travel & Tourism (Tour Operator) |  |
| Damascus- Syria |  |

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**PROVEN JOB ROLE**



**Executive Assistant Manager/ Sales**

* Supports the GM in the development and update of the hotels’ yearly strategic plan, budget and maintaining statistical/financial records
* Assisting the GM in overseeing the recruitment, selection and retention of staff as well as payroll matters and staff training.
* In-charge of the Sales and Marketing department of the hotels.
* Constantly motivating the sales team to hit their targets and ensure the hotels profitability;
* Meeting regularly with team leaders to give them sales figures and plan how they approach their work;
* Leads, directs and controls all aspects of the hotels’ day-to-day operations to ensure efficiency and performance in accordance with the strategy and objectives defined by the GM.
* Develops and supervises the implementation of operational policies and procedures supporting the hotels’ stated strategies and objectives.
* Monitors the performance of the hotels’ different departments and units against targets in areas such as revenues, productivity, quality, timeliness, controls, human resource management or cost efficiency.
* Monitors the competitive environment to identify market trends, business threats and opportunities and develops plans to address them.
* Dealing with disciplinary matters and customer complaints.

**General Manager – Green Oasis Hotel & Resort**

* Planning, organizing and directing all aspects of the hotel and park’s day-to-day operations, activities and services including:
* Guest relations (Meeting and greeting customers, guest service delivery, dealing with customer requests; complaints and comments, increase guest satisfaction);
* Front desk (reception, concierge, reservations);
* Security effectiveness;
* Food and beverage, Housekeeping, Property and asset maintenance, renovations and furnishing, Supplies, and dealing with contractors and suppliers;
* Ensure events, seminars and weddings run smoothly;
* Ensure compliance with company standards;
* Ensure compliance with licensing laws, health and safety and other statutory regulations;
* Direct the development and execution of strategic sales and marketing initiatives;
* Develop and implement an annual operating budget including setting room rates, occupancy forecasts, revenue projections and department expenses as well as controlling expenditure;
* Maximizing profitability to achieve profit targets;
* Recruiting appropriate staff, team building, staff training and development;

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* Ensure staff received proper training for each position, including safety training and standard operating procedures;
* Pay attention to the details, setting the example for staff to deliver a standard of service and presentation that meets guests' needs and expectations;
* Planning work schedules for Individuals and teams;
* Maintaining the relationships with all corporate levels;

**Assistant General Manager – La Villa Group of Hotels**

* Work directly with the General Manager to manage all activities of the properties including employees, maintenance, sales, and profit/loss controls.
* Work directly with the General Manager to manage budgets and financial plans as well as controlling expenditure.
* Work directly with the General Manager in maintaining statistical and financial records.
* Perform goal setting, motivation/ discipline of employees, labour expense control, control of general expenses and resolving guest related issues in accordance with the company goals.
* Coordinate, direct and manage the hotels operation to achieve maximum profitability, ensure guest satisfaction, protect the financial aspects of the business and maintain the building.
* Direct and manage properties operations to assure optimum performance and continual improvement in the five Key Result Areas (guest service, employees, sales/marketing, properties appearance, and profit/financial control).
* Overview HR matters including interviewing, hiring, training, assigning work, coaching/counselling and performance appraisals.
* Ensure that product quality standards are met in all areas of the hotels as it relates to the appearance, levels of maintenance and cleanliness; establish and maintain preventative maintenance programs to protect the physical assets of the hotel.
* Oversee the guest service function to ensure corrective action is taken to resolve guest complaints and ensure superior guest service is delivered.
* Perform other duties and responsibilities as assigned.

**Business Development Manager –** Eureka Hotel

* Gaining new business and accounts for the property as well as developing existing clients.
* Responsible for representing the EUREKA Hotel in local, GCC, CIS, MENA and Europe markets.
* To achieve room night and revenue targets.
* Submit monthly and regular reports to the Vice- Chairman and Chairman on a timely basis.
* Identify and recommend opportunities to gain a competitive advantage over the competitors in the designated market segment.
* Over-seeing the planning and development of promotional strategies and marketing plans; oversee and assist with the development and implementation of the sales and marketing plan.
* Develop and maintain accurate knowledge of assigned clients within the Corporate and overseas segments or assigned client profile to include business economics and travel needs; identify potential new clients; know competitors’ sales strategies, relative sales position and initiatives; and provide input that match customers’ growth patterns and travel needs.
* To head regular meetings with sales and reservation departments to ensure that his orders/plans are running smoothly.
* Analyzes candidate's job-related themes, skills and competencies to ensure each placement decision maximizes team dynamics and talent utilization.
* Allocates time and resources effectively when faced with competing demands.
* Approaches work with a sense of urgency and purpose.
* Actively pursues self development.

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**Sales Manager –** Iconic Hotel Apartments

* In charge for complete sales and marketing functions of the hotel.
* Involve actively in hiring new sales employees to join the organization.
* Develop and maintain Sales activity within the Corporate and market segments.
* To achieve room night and revenue targets.
* Responsible for developing revenue and room night goals for the clients within their portfolio and working with in set parameters for “cost per room night”.

**In charge of NET Tours Branch at Golden Sands 03 –** NET Group of Companies

* Worked as representative of the group with Golden Sands Chain and corporate market.
* Arranged meetings with clients and explained to them the different tours & excursions packages.
* Reviewed and identified clients’ requirements in order to develop solutions which could satisfy them; thereby encouraging other hotel chains to take groups’ services.
* Maintained awareness of concurrent services, prices and facilities offered by the group.
* Received and replied back to all queries from potential clients through sending them quotations as per the approval of Department Head.
* Report directly to Vice Chairman on daily, weekly and monthly basis. Also provided suggestions, recommendations or innovative ideas for the branch benefit.

**Sales Executive** –NET Group of Companies

**Sales Manager** –Marathon Rent-A-Car

* Encouraged sales of the groups’ services to corporate market and developed new contacts.
* Established, developed and maintained strong business relationship with existing corporate clients.
* Dealt professionally with Local Tour Operators to boost more sales of groups’ services.
* Communicated regularly with all respective departments to ensure smooth work functioning.
* Closely coordinated with Sales & Marketing Manager on special packages.
* Kept company documents confidential and asked for management’s approval whenever required.

**Tours Manager –** Marathon Travel & Tourism

* Managed the complete responsibility of achieving revenue & income targets through increasing market share and retaining existing accounts.
* Effectively improved service efficiencies by setting service processes standards.
* Met and negotiated with hotels, airlines and destination management companies in order to conduct corporate presentations to boost up sales.

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**CAREER ACHIEVEMENTS**



* Increased the sales for La Villa Palace & La Villa Hotel in a remarkable way by 325% in the first three months of the year 2009, in-spite of the Global Financial Crisis. Re-negotiated with all of suppliers to reduce their charges, and we succeeded to do that with most of the suppliers. As for the one who refused to reduce, we replaced them with a new suppliers at cheaper price with keeping the same quality in delivery.

Succeeded to Lease two of our restaurants which are not generating a good revenue at a High monthly leasing price and terminated the related F&B staff, what generated more revenue and reduced the staff monthly cost of Q.R.24000/- per month.

Re-negotiated with the hotels’ owners to reduce the monthly lease and succeeded to

Convince one of them to reduce the monthly lease by Q.R.49000/- Focused more on the direct sales for leisure and corporate markets in order to reduce the monthly commission paid to the on-line booking systems. contracted with a GDS provider to centralize all of the on-line bookings under one window, as well as generating more bookings flowing from World Span, Galileo, Sabre and Amadeus .

* Aggressively overachieved the target for the first half of the year (4 Million) by (2.2 Million Dirhams) and reached a new record of (6.2 Million Dirhams) while working with Eureka Hotel.
* Successfully achieved the target (7.2 Million Dirhams) for the first year and (3.8 Million Dirhams) for the first half of the second year while working with Iconic Hotel Apartments.
* Successfully augmented sales of tours & safaris of NET Group of Companies up to 134% through the promotion of various new products such as Wonder Bus, Big Bus & Wonder Land and effective negotiation with hotel chains as well as corporate clients.
* Increased total sales of Wild Wadi tickets up to 2623 per year and total sales of stretch limousine up to 141 bookings per year, thus, resulted to the coverage of full office rent out of net profit.
* Recognized by the management of NET Group of Companies for bringing AED 58000 for one month’s time of service as their Sales Executive.
* Aggressively worked through the establishment of solid base for company in market through targeting corporate markets; obtaining exclusive contracts from tour operators; providing 24 hour service and hiring bilingual drivers to guarantee top quality service which resulted to an increase in sales record of USD 223,815 in 2001 and USD 201,830 in 2002 in Marathon Rent-A-Car.
* Consistently overachieved targets while working in Marathon Travel & Tourism through the promotion of new products such as Old Steam Locomotives & Classic Convertible Cars.

**PERSONAL DETAILS**



Nationality: Syrian Date of Birth: 22nd January 1973

Driving License: UAE – Syria- Qatar Visa Status: Employment VISA

Marital Status: Married

Computer skills: Word, Excel, Power Point, Access, Outlook

Languages: Arabic & English

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