**NAME** : Narendran

**AGE** : 37

**ORIGIN** : Malaysia

**DESIGNATION** : Director of Food & Beverage

**EXPERIENCE** : 21 Years (As of Feb 2014)

**EDUCATION** : Adv Diploma in Hosp Mgmt (AHMA)

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**CAREER SUMMARY -** My career span is best summarized below:

* Currently 9 years in senior mgmt positions (head of operations)
* 7 years – F&B financial management (cost control & revenue management)
* 5 years in middle management (F&B service & production)
* 7 Years in F&B foundation (rank & file - F&B service & production)

**CORE COMPETENCE**

* F&B project planning & scheduling to meet target completion
* F&B budget planning & administration
* F&B quality assurance control / standards
* Company regulatory compliance & enforcement management
* F&B Operational problem solving & change management
* Business start-up and turn around operations
* Supply chain management principles
* Teambuilding, mentoring, coaching and leadership

**ADMINISTRATION & MANAGEMENT CREDENTIALS**

* Provided general oversight of all operative activities while managing the operations consistently
* Assurance on ops stability through enforcement of standard practices and regular evaluation.
* Assurance on a work environment that recruits, retains and supports quality staffing through proper process of selecting, developing, motivating and evaluating employees, never hired to fire

**FINANCIAL & ACCOUNTING CREDENTIALS**

* Contribution to the fiscal activities of the company through budgeting, costing and auditing
* Assurance of sponsorship acquisition to facilitate marketing & promotional plans
* Collaboration with Investors to facilitate financing to support short- and long-term goals

**MARKETING CREDENTIALS**

* Facilitated integration of the company into the community by using effective marketing and communications, brand familiarization, re-cycle and other effective community programs
* Introduced pre-promotion / advertising tool such as the T.A.D report (Target Audience Demography to facilitate additional revenue acquisition)
* Worked with 3rd party A&P collaborators to source for a wider market-reach at a minimized cost

**COMMUNITY RELATIONS CREDENTIALS**

* Acted as an advocate within the public and private sectors, for issues relevant to the company, its services and constituencies. Served as chief spokesperson for company, assuring proper representation of company to the community

**PROFESSIONAL EXPERIENCE**

* **CLEARWATER SANCTUARY GOLF RESORT Dir of F&B and Culinary Ops Aug11–**

Engineered departmental budget (expenses and revenue) overall GOP – maximized F&B net contribution. Introduced eco-wedding packages which contributed significantly to the banquet revenue. Increased average check per head through improved F&B procedures. Initiated guest satisfaction by engineering a product and service barometer called SALT system (Satisfaction and Loyalty Tracking), responsible for overall revenue of RM2.8 million from an all day dining coffee house, a conceptualized coffee outlet, a Chinese restaurant, an Italian restaurant, room service operation, banquet operations, meeting rooms facilities, minibar, pool bar and team building activities

* **HILTON WORLDWIDE PETALING JAYA Food & Beverage Manager Feb 11 – Aug 11**

led a team of 179 team members to surpass budgeted revenue while shrinking budgeted operating cost, responsible for an overall revenue of RM3.6 million revenue from an all day dining coffee house, a conceptualized pastry outlet, a Japanese restaurant, a Chinese restaurant, a dance club and bar, room service, banquet operations, meeting rooms facilities, minibar, pool bar, games room and a kids club.

* **CABANAS BOUTIQUE & SPA RESORT Food & Beverage Manager Feb 08 – Feb 11**

Appointed as the F&B Manager to set revenue strategies and achieve F&B budget consistently, led a team of professionals to build an additional 56 chalets as part of the facelift project. Hands on management coupled with high resourcefulness kept the project work to a minimal cost, reduced operating cost by improving stock movement control and proper financial management

* **THE ROYAL CROWN REGENCY HOTEL Asst F&B Manager Dec 00 – Feb 08**

After serving this establishment as the Asst Restaurant Manager, I was promoted and handed the responsibility to the overall management of the exclusive clubhouse. Led a team of dedicated team members to generate monthly revenue of USD 100k in F&B revenue. The hotel F&B marketing portfolio was handed to me to implement business strategies to increase the hotel F&B revenue. 5 successful years winning “Team of the month” award 32 times.

***F&B Supervisor at the “Asia Pacific Economic Conference (APEC), Brunei Darussalam 2000”***

*A career milestone: - Supervised the food & beverage service and banquet coordination during the 12th APEC nation leaders summit from 3rd November 2000 to 17th November 2000 at SHB World Trade Centre in Brunei DS*

**ACADEMIC QUALIFICATIONS**

* AHMA Advanced Diploma in Hospitality Mgmt Studies – AHMA
* American Hotel & Motel Association Certificate in F&B Practical Studies - Stamford College KL
* American Hotel & Motel Association Certificate in Front Office Procedures - Stamford College KL
* American Hotel & Motel Association Certificate in Culinary Arts - Stamford College KL Malaysia