

Philippe Belhay FHCIMA

British Citizen

Mobile: 00977-9851025733

Email: philippeb6@aol.com

Personal profile

Multi properties Cluster General Manager 5 Star Luxury Brands Hotels & Resorts, including Marriott, Iberostar, De Vere Hotels & Resorts UK, Saraf Hotels & Resorts (Owing Company Hyatt Regency Asia) and a Privately Owned Properties (LHW) in North Africa, Europe, Asia & The Middle East. Strong Commercial & Financial Acumen demonstrated in the results over several properties.

Specialties and skills:

- Experienced in managing simultaneous award winning destination Resorts (LHW), Luxury Boutique Hotels in cities and sea side with 3 golf courses home of “ Ryder Cup”.
- Showcase strong knowledge of branding acquisition, develop strategies and monitor business performances of hotels, real estates, casino, night clubs indoors and outdoors, restaurants and fine dining, 3 star Michelin, including branded retail stores.
- Successful track record of reviving the growth of poor performers outlets in terms of finance and market strength repositioning the business to high end Market with new concept.
- Dealing at all levels, including Union Labour, Government Authorities, Board international associates and stake holders.
- Overseeing hotels constructions amongst restaurants, luxury villas, theme park projects, using my concept working in partnership with owing companies meeting deadlines, communicating with architect , designers, lawyers, suppliers and tour operators.

Major achievements :

- **Yak and Yeti 5 star Luxury Hotel and Resort** Nepal Saraf hotel group and owning company of Hyatt Regency in Asia. Repositioned hotel leisure travel business to corporate and mice business resulted to 44% GOP where used to be 32.6% GOP.
- Successfully pre- opened 3 luxury boutique hotels in Kensington London and Doha in Qatar within 2 years.
- Fully refurbished 266 bedrooms and suite 5 star luxury and member of (LHW) hotel and resorts in Tunisia North Africa.
- Complete construction of 144 luxury villas & Apartments, Spanish style on time and on budget.
- Successfully hosted Ryder Cup at “**The De Vere Belfry Hotel and Resort**” in UK and delivered best GOP results ever.
- Took a challenging assignment hotels in Brighton under bankruptcy owned by Norwich Union insurance and asset management, successfully converted the business into a profitable viable business and sold it to investors in Dubai.
- Successfully launched a new restaurant beach bar “**Nikki Beach**” concept Saint Tropez in Hammamet, Tunisia.

- Working in Nepal under very demanding and difficult 4 different union and staff, managed to bond with them and successfully signed of a 2 years “Collective Bargaining Agreement” with terms and condition. This has helped me to deliver company annual budgeted profit margin.

Career Summary :

- **May 2014 - Present:** Senior **General Manager** 5 star luxury hotel and resort with 274 beds, 3 outlets, 7 banquet halls, casino, health club at “Saraf Hotels Asia”.
 - Successfully repositioned the business mix from travel market to corporate & mice market, this has resulted 44% GOP from what was 32.06%. (www.sarafhotels.com)
- **May 2012 – May 2014:** Cluster executive hotels manager Al Rayyan luxury hospitality group in London and Doha, Qatar.
- Pre-opened 5 star **Luxury Boutique Hotel** in Kensington London.
- Managing a pre opening 3 hotels in Doha ready for the grand opening ceremony for the Amir State of Qatar.
- Launched 8 international restaurants (Moroccan, Lebanese, Chinese, French, Japanese, Italian, Saudi and Indian). (www.theadriaboutique.com) (www.swbh.com)
- **March 2011 – May 2012:**
 - **General Manager** at Iberostar Spanish International Hotels and Resorts, 246 beds 5 star hotel & palace, Hammamet in Tunisia. (www.iberostar.com)
 - Managed a 5 star luxury hotel and crises management labour strikes due to the Tunisia Arab Spring revolution, successfully achieved a (certificate of excellence for the year 2011) by Iberostar company and the trip advisor.
 - Signed of 1 year deal with Tunisian governments to host their seminar at The Amir palace resulted to an excellent revenue increase of 37% year on year.
- **February 2010 – March 2011:**
 - **General Manager** “Crown Golf Group” The Hertfordshire Golf and country manor & spa. (www.crown-golf.co.uk)
 - Approached by a head hunted to manage a luxurious manor house and golf with a deficit business and converted to a profitable viable business focused on sales & marketing and recruited competent accountable management team.
- **January 2008 - February 2010:**

General Manager and Vice President for hotel GM’s association in Tunisia.

 - **Le Royal Hammamet** a 5 star luxury hotel and resort (member of LHW), 266 beds + suites, 144 luxury villas + apartments, mini golf, 7 international cuisine, 13 meeting rooms-1000 guest capacity, night club, casino, health fitness for Thalasso Therapies and beach club high end market - 600 guest (www.leroyal.com)
 - Successfully delivered 39% GOP from 28.6% previously whilst increased guest satisfaction from 63% to 89%via customer care program and training team development.

- **June 2006 – January 2008**
 - **General Manager** for Choice Hotels Europe Owned by Norwich Union insurance and asset management. (www.choicehotels.com)
 - Brighton hotel, was running in the last 8 years in a financial difficulties. I have been approached to turn the business around, within this period, hotel become profitable and viable and successfully sold it to investors in Dubai.
- **September 2004 - June 2006**
 - **General Manager De Vere Bellhouse Hotel and Spa, UK.** (www.bellhousehotel.co.uk)
 - Decided to move closer home in Buckinghamshire when this opportunity arrived to manage this 4 star luxury hotel to take it to the next level, during this period I have successfully repositioned this hotel to be best hotel revenue performer in Buckinghamshire.
- **February 2002 - September 2004**
 - Director of operations **De Vere The Belfry Hotel Golf And Resort** 5 star luxury hotel, 324 beds, 3 golf course, 750 acres of parkland, 21 conference rooms, 8 bars and restaurants, 825 staff, 21 head of departments, 3200 leisure members. (www.thebelfry.co.uk)
 - Successfully delivered international Golf Tournament “The Ryder Cup 2012”, with added pressure via the media spot light, demanding the highest level of security post 9/11. This has been achieved through a precise communication, above all it was very rewarding to enjoy the best revenue and GOP performance at all times.
- **December 1997 - February 2002**
 - **General Manager, The International Hotel Canary Wharf**, London four star luxury city hotel with 442 beds + suites, 3 international restaurants with a major corporate and mice business in access of 2000 covers daily. 5 years excellent experience working in Canary Wharf under very demanding chairman, despite the weekly pressured meeting with him. This has made me the successful person that I am today. (www.britanniahotels.com)

Education

- University of west of London : HCIMA Professional Diploma
- Dortmund university Germany : Hotel management & Business Studies.
- Academies d’orleans, tours, France : Diploma de Brevet de technician superior (HND equivalent)

Language

English, French, German, Italian and Arabic