



Massimo Vella

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PROFILE

I am a revenue management professional with more than ten years of experience across seven countries, and always in international luxury hotel chains. My career has provided the opportunity to contribute to diverse projects, including two pre-openings, a hotel inventory expansion, and a full renovation.

Over the years, I have honed a strong commercial acumen, demonstrated by a proven history of increasing revenue at the properties I managed. I have consistently motivated and guided my teams to surpass service standards through effective coaching, training, and the implementation of industry best practices.

My expertise spans various locations in Europe and Asia, with experience in both business and leisure-focused properties.

EDUCATION

MASTER IN TOURISM & HOTEL MANAGEMENT (2013)

UK Chamber of Commerce & Industry, London, United Kingdom

BACHELOR'S DEGREE IN ECONOMICS & HOTEL MANAGEMENT (2013)

Università degli Studi di Palermo, Palermo, Italy

EMPLOYMENT HISTORY

CLUSTER DIRECTOR OF REVENUE MANAGEMENT – SRI LANKA

Minor Hotels Sri Lanka - Bangkok, Thailand (May 2025 – Present)



- Anantara Tangalle Peace Heaven Resort, Anantara Kalutara Resort, Avani Kalutara, NH Collection Colombo, NH Bentota Ceysands Resort
- Oversee revenue management strategy for 5 Minor Hotels in Sri Lanka, with a total inventory of 782 keys
- Act as a liaison between General Managers, Corporate Office team and key stakeholders

DIRECTOR OF REVENUE AND RESERVATIONS (July 2023 – May 2025)

Mandarin Oriental Savoy, Zurich (Pre-opening: Jul-Dec 2023) – Zurich, Switzerland



- Setup of all the room inventory in the channel manager, coordination of data dump on all brand website, the major OTAs and all other distribution channels
- Preparation of the pre-opening budget and hotel business plan
- Recruitment and training of the Reservations Team

DIRECTOR OF REVENUE MANAGEMENT (September 2022 – July 2023)

InterContinental Hanoi Landmark72 – Hanoi, Vietnam



- Establishing hotel pricing levels in all segments and be responsible for the daily room inventory management process
- Collaborating with hotel sales and hotel management teams to establish the bestselling strategies, yield and hotel pricing based on market factors and company guidelines
- Oversee revenue KPIs and forecast for M&E and F&B Departments

REVENUE MANAGER (January 2020 – December 2021)

Anantara Mui Ne Resort & Spa – Mui Ne, Vietnam



- Management of room inventory, pricing and online selling strategy
- YoY RGI increased by 0.02, ARI increased by 0.16. Direct business mix share increased by 5% YoY, OTAs property search listing ranking increased by 170% on average compared to 2019
- Reassessment of the hotel strategy according to the global impact of Covid-19 pandemic
- Creating ad-hoc e-commerce and marketing campaigns to stimulate business

CLUSTER REVENUE MANAGER (June 2019 – December 2019)

Kempinski Hotel Adriatic – Croatia & Kempinski Palace Portorož – Slovenia



- Establish an appropriate selling strategy for both properties
- Manage availability, rate parity and pricing across all channels
- Supervise the Reservations team in each hotel and ensure LQA standards are met
- Support and provide guidance for pricing in F&B, M&E, Spa and other revenue generating departments

REVENUE MANAGER (June 2018 – June 2019)

Hotel de la Coupole, MGallery by Sofitel – Sapa, Vietnam (Pre-Opening: Jun – Dec 2018)



- Preparation of pre-opening budget, setup of revenue and reservations systems as well as brand website and channel manager
- Definition of the hotel pricing strategy in accordance with the business plan
- Recruitment and training of the hotel Reservations Team and departmental SOPs development

REVENUE MANAGER (September 2017 – May 2018)**CLUSTER ASSISTANT REVENUE MANAGER (March 2016 – August 2017)**

Hotel Royal Hoi An, MGallery by Sofitel & Mercure Hoi An Royal – Hoi An, Vietnam



- Development of pre-opening budget and room categories inventory for the 70 rooms extension. The new rooms were successfully integrated and opened as of December 2018
- Recruitment and training of Reservations Team members
- YoY occupancy in 2017 increased by 4%, ARR by 3% and RevPar by 10%
- Management of hotel inventory, rates and selling strategy for both properties and reporting directly to GM and Regional Director of Revenue Management
- Supervising Reservations Team in both hotels (2 Res. Manager and 5 Agents)
- Preparation and update of the next 30, 60, 90 days and 12 months rolling forecast

- Begin working on the pre-opening budget for the MGallery 70 rooms extension from October 2016 onwards
- ADR increase in 2016 by 5% and RevPar increase by 122% compared to the previous year

REVENUE MANAGEMENT TRAINEE (December 2014 – October 2015)
Kempinski Hotel Beijing Lufthansa Center – Beijing, China



CLUSTER RESERVATIONS AGENT (November 2013 – December 2014)
Millennium Mayfair Hotel & Millennium Knightsbridge Hotel – London, United Kingdom



SPECIAL PROJECTS

Jan – Mar 2017: Leading Reservations and Front Office teams for both hotels during the currency switch in the Channel Manager from USD to VND.

2015/2018/2019: Liaising with Corporate Office, regional teams, and hotel IT, successfully leading and coordinating the implementation of EzRMS, on three different occasions and for 2 different hotel chains.

Jun – Dec 2018: Pre-Opening team of Hotel de la Coupole, MGallery by Sofitel (187 rooms).

Oct 2016 – Dec 2018: Pre-opening of the 70 rooms extension at MGallery Hoi An.

Jul – Dec 2023: Pre-Opening team of Mandarin Oriental Savoy Zurich (80 rooms)

LANGUAGES, SKILLS & SYSTEMS KNOWLEDGE

English: Fluent

Italian: Native

Spanish, French and Vietnamese: Basic knowledge

Excellent communication and presentation skills. Confident to work both in a team and independently.

I am proficient in using all the following systems:

Excellent knowledge: Microsoft Office package including advanced Excel skills, Opera PMS, Infor HMS, S&C, OCM, ORS, Synxis, OTA Insight, STR tools, IDeAS RMS, EzRMS, RateTiger, SiteMinder, TARS and Lanyon.

REFERENCES

References are available upon request.