



**Hitesh Patel** CHA

**GENERAL MANAGER**

Hospital Business & P&L Functions

Pre-opening & Re-branding

Operations Excellence

Guest Satisfaction

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*Seasoned & highly influential Certified Hospitality Administrator, with record-breaking success in accelerating hotel sales & multiple business cycles, breaking new avenues, and generating high-gross profit margins in a service-driven environment. Catalytic approach towards flourishing strong relationships with key decision-making teams of prospective customers for a maximum occupancy of conferences/banquettes & determining appropriate sales strategies in all market segments. Conceptualize & optimize the bottom-line margins, while increasing quality and approving budgets to propel businesses, growth, and downsizing objectives.*

— S I G N A T U R E   S K I L L S —

OPERATIONAL	STAFF BUILDING	CUSTOMER SERVICE	BUSINESS
<b>Hotel- Resort Management</b> <b>Multi-site / New-Setup</b> <b>Hospitality Management</b> <b>Food &amp; Beverage Operations</b> <b>Resource Management</b>	<b>Team Hiring</b> <b>Talent Optimization</b> <b>Training &amp; Mentoring</b> <b>Empowerment</b> <b>Change Management</b>	<b>Guest Satisfaction</b> <b>Increased Occupancy</b> <b>Customer Retention</b> <b>Quality Assurance</b> <b>Brand Positioning</b>	<b>Budgeting &amp; Finance</b> <b>Cost Containment</b> <b>Asset Management</b> <b>Strategic Planning</b> <b>Performance</b>

— C O R E   C O M P E T E N C I E S —

- **Operational Excellence:** Maintain the highest standards of operational efficiency in all departments through Room Servicing, Housekeeping, Food and Beverage, Banquettes, Front Office, and Guest Operations by providing the best training and overseeing compliance with all the company's policies, procedures, and standards
- **Branding & Promotions:** Drive effective promotional & marketing strategies by segmenting & targeting potential customers/ markets and positioning the services accordingly, & increasing the brand's visibility, and cultivating personal relationships.
- **F&B Operations & Partnerships:** Establish new business partnerships and mentor the sales team (in-house and franchise) in order to expand the network; launch an authentic & fusion menu and cascade the same into the best training possible.
- **Customer Services:** Offer high-quality service to clients for maximum customer experience (time, quality, food, arranging meetings, conferences, shows, entertainment, etc.)
- **Facility Management:** Determine the requisite facilities for delivering the desired quality and reducing operational costs in the system while integrating greener methods and developing an energy-saving strategy to reduce operating costs.

P E R S O N A L I T Y   T R A I T S

								
Strategic Entrepreneur	Value Delivery	Customer Centricity	Business Planning & Growth	Multi-tasking Approach	Corporate Vision	Executive Leadership	Process Efficiencies	Productivity Assessment

P R O F E S S I O N A L   N A R R A T I V E

**Hotel The Royal Plaza, New Delhi | Director Of Operations | November 2024 – till Date**

*435 key Room with 1 Lawn with 3 Banquet Hall | 400 Staff Members*

- Working as Officiating General Manager for the Unit.
- Spearheading Operations for the Entire Unit.
- Managing Banquet Operations/ Banquet Sales & Room Sales for the Unit.

**Welcome Heritage Parv Vilas Solan, Kasauli Hills, Himachal Pradesh | General Manager | June 2023 – till November 2024**

*91 key Room with 2 Lawn with 3 Banquet Hall | 200 Staff Members*

- Spearheaded a team of 200+ personnel overseeing all aspects of hotel operations, ensuring top-tier guest services and facility management.
- Successfully managed multiple capital projects, enhancing the property aesthetic and guest experience.
- Generated financial reports and controlled P&L, sustaining profitability and cutting costs by 12% without compromising the quality of services.
- Implemented a comprehensive training program that improved guest satisfaction scores by 25%
- Negotiated with vendors resulting in a 15% reduction in supply costs while maintaining the quality of amenities offered to guests.
- Led the property to achieve recognition within the Welcome Heritage brand for exceptional customer service and operational standards.
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**The Grand ARC Hotel & Convention Center, Uttar Pradesh | General Manager | Sep 2021 – May2023**

*67 key Room with 3 Lawn with 4 Banquet Hall | 175 Staff Members*

- Plan and coordinate with Owners, Project, and Operation teams for leading daily operations; assess each line item within the budget and immediately began to improve margins by leading staff, food, costs, and other expenditures
- Monitor customer buying behavior, deploy sales resources in the market, integrate joint marketing promotions strategies, and digital marketing, and drive Hotel Revenue based on room revenue, banquet, and catering, food & beverage revenue, spa, etc.
- Sustain continual involvement through weekly management meetings and frequent department visits to provide ongoing support and satisfy company objectives

**The Bunyan Retreat. – Rummager, Uttarakhand | Corporate General Manager | Sep 2020 – Sep 2021***3 Resorts, Resorts are Jim Corbett (2) & 1 Bimetal*

- Spearheaded the P&L functions for 3 hotels while improving benchmarked guest scores compared to the competition, ensuring employee engagement, and fostering a culture of excellence
- Contributed to the development of unique marketing strategies for the region in order to increase the visibility in the market; collaborated with the executive committee members and general managers in order to fit the right position within the company
- Led revenue & yield meetings to identify opportunities and increase untapped business; grow existing accounts and generate new business to meet or exceed forecasts; sustained profitability as per benchmarks and peers/competitors
- Attended Board meetings and ensured timely inputs were given to bridge the gap while reviewing the Audit Committee Observations

**Clark's Inn Suites 4\* - Vrindavan, Uttar Pradesh | General Manager – Operations | Apr 2019 – Jul 2020***118 Room +19 Villa, 2 Banquet Hall And & Restaurant*

- Focused on increasing the occupancy from 20% to 70%, doubling the revenue from food and beverage and room services, and nurturing a team of 8 heads of departments
- Offered assistance to the Hotel Owners in developing long-term business strategies and implementing measurable practices to reduce HLP and salary expenses

**Asia Hotel & Resort (Moksha Himalaya Resort 5 \*) - Parwanoo, HP | General Manager – Operations | Jan 2017 – Apr 2019***4 Hill Resorts - Moksha Himalaya Spa Resort, Timber Trail Heights, Terrace & Timber Trail Resort at Parwanoo*

- Achieving the best possible results for 3 Hotels in terms of financial results, guest comfort and safety, an outstanding professional image for the hotel, and an effective employer-employee relationship. Planning, organizing, developing, coordinating, and administering the entire operations of 3 Hotels.
- Designed marketing plans to increase business volume by enhancing brand visibility; created a public relations campaign to increase the unit's acceptance within the hotel industry and the community at large
- Assisted with corporate sales and marketing division to achieve maximum occupancy, average room rate, and food & beverage income along with housekeeping, front office, laundry management
- Achieved maximum sales for the hotel through F&B promotional activities; managed the F&B department's overall activities and performance; and review all changes to menus, merchandise, and pricing.

**Regency Lagoon Resort 4\* - Rajkot, Gujarat | Pre-Opening General Manager | Nov 2015 - Jan 2017***A 5\* with 132 Room, 3 Restaurants, 8 Banquet Halls | 350 Employee*

- Implemented the entire operational day-to-day process of the hotel, managed the hotel's balance scorecard, and prepared pre-opening and post-opening financial budgets
- Coordinated with officials from the State Government for Procurement of Licenses / Approvals for Fire Safety, Tourism - Hotel Registration, HT Connectivity, and other related Utilities during the Hotel's design and facility planning
- Followed up on new streams for long-term revenue growth through assessment of revenue potential in business opportunities
- Prepared Star Classification, led F&B Concept Planning including planning, budgeting & procurement of capital equipment
- Fetched the award – "Best Resort" Saurashtra, Gujarat in November 2016

<b>Lake View Hotel 4*, Gujarat, IN</b>	<b>Mar 2014</b>
– Nov 2015	
<b>Pre-Opening General Manager</b> 99 Rooms, SPA, 3 Banquet Hall, 2 Restaurants	
<b>Best Western Holiday Regency 5* Delux - Moradabad, Uttar Pradesh</b>	<b>Jul 2012 –</b>
Dec 2013	
<b>General Manager</b>	
<b>Puerto Vallarta, Mexico</b>	<b>Feb 2010 –</b>
May 2012	
<b>Director of Operations/ General Manager</b> A 5* Property with 320 Rooms, 4 Restaurants, and 3 Banquet Halls   450 Employees	
<b>Comfort Inn Suite, Choice International Group of Hotel - Houston, TX</b>	<b>Feb 2009 –</b>
Feb 2010	
<b>General Manager</b>	
<b>Best Western Hotel International</b>	<b>May 2005</b>
– Jan 2009	
<b>General Manager</b>	
<b>Wyndham Hotels &amp; Resorts 4* - . Atlanta, GA</b>	<b>Jan 2001 –</b>
Apr 2005	
<b>General Manager</b>	
<b>Intercontinental Hotels-IHG Holiday Inn Express - Mount Pocono, PA</b>	<b>Sep 1993 –</b>
Jan 2001	
<b>General Manager</b>	
<b>Olive Garden Restaurant Philadelphia – US</b>	<b>Mar 1987</b>
– Jul 1992	
<b>Floor Manager, Bar Manager, General Manager</b>	

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E D U C A T I O N

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**BHM in Diploma in Hotspitality Management | East Stroudsburg. University, USA. - Stroudsburg, PA**  
| 1986

**M B A in Master in Business Administration | The Wharton School Of The University Of Pennsylvania. PA. | 1992**

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P A P E R   P R E S E N T E D

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- Pre ~Opening General Manager; Lack of hotel view, Saputara with 99 Rooms, & 2 restaurants | March 2014
- Pre ~Opening General Manager. Regency Lagoon, Rajkot | Nov 2015
- Pre – Intercontinental Hotels-IHG Holiday Inn Express - Mount Pocono, PA.USA

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C E R T I F I C A T I O N S

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- Best Western Genral Manager Certificate | Bast Westren Hotel Issued Jan 2006