

*Rupert James Hewson*

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Farnborough  
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Education;

Fairfield High School  
Widnes, Cheshire.  
September '79 to June '84  
6 'O' Levels

Frodsham 6<sup>th</sup> Form College  
Frodsham, Cheshire.  
September '84 to June '86  
3 'A' levels

Halton College of Further Education  
Widnes, Cheshire.  
September '86 to June '88  
City & Guilds 706-1 + 706-2  
Distinctions awarded

Trent Polytechnic  
Nottingham  
September '88 to June '90  
Hotel, Catering, Institutional Management  
Diploma in Management

## Experience;

### **Principle/Chief Instructor**

Sea Jays Sailing School, Lymington

September '17 - present

- Created new operating procedures inc writing new SOP's
- Designed running systems for school/charter bookings
  - Websites admin including marketing plans
- Lead on all yacht refits inc ongoing maintenance programme
  - Rebranded school through logo redesign

### **Self Employed**

Delivery/Instructor Skipper/Yacht Sales

Based Portsmouth UK,

April '06 - September 2017

- RYA/MCA Yachtmaster Instructor,
  - RYA/MCA Yachtmaster Ocean,
    - RYA Radar Instructor
  - RYA Diesel Engine Instructor
- RYA/MCA Commercially Endorsed Powerboat Instructor,
- RYA/MCA Commercially Endorsed Yachtmaster Offshore,
- Experienced working directly for blue chip clients such as Waitrose
- Charter sales and operation skills, including time spent maintaining all aspects of yachts and fleet management
- Fully operational with all modern boat navigation systems

### **Whitbread Restaurants Plc**

General Manager/Cluster Manager

May '98 to February '06

- Direction and implementation of brand awareness throughout estate, team focus on KPI's and customer attention.
  - Delivered consistent brand results within 6 units (Cluster)
- Developed excellent interpersonal skills through a structured progressive development plan
- Moved 2nd unit to a yoy growth trend with stepped increase in operating profits, delivered via a change in sales mix from wet to dry.

Core focus on strong team leadership to enhance sales and deliver increased results.

**Greenalls Ltd**

*General Manager*

Based in Warrington, Cheshire

February '94 to April '98

- Appointed to new acquisition in Cheshire
  - Launch of new branded dining policy (Millers Kitchen)
- Positioned business into local market and became brand icon site
  - Introduced innovative financial reporting systems, with 'live' daily /weekly streaming data.
- Directional control of training and recruitment of site team, launch and handover, during new build sites.

**Moat House International**

Solihull, West Midlands

*Unit General Manager*

March '93 to March '94

- Appointed to assist GM in design & delivery and finally operational responsibility of new branded food unit within the hotel
- Personally, researched and implemented 'Little J's' brand into operation
  - Final view was to launch into UK estate
  - Full budgetary responsibility for unit

**Old Orleans, Grand Met. Retail**

*General Manager*

Nationwide

February '91 to January '93

- Joined Chester unit as Bar Team Leader then promoted to openings team
- Core responsibility from acquisition through to recruitment and handover of new site
  - Opened several sites throughout the UK
    - Culminating in final appointment to role of GM at Bath unit
- Delivered company budget requirements, and won several awards for the team

### **Pavilion Motorway Services**

*Deputy General Manager*

*Based Bangor Nth Wales*

*June '90 to January '91*

- Awarded post after recruitment at Poly'
- Site responsibility and amalgamation for Retail sales unit, Petrol Retail, Restaurant and 24 bedroom Travel Hotel
  - Challenging 'first' appointment with strong union values in employees
  - Brought unit back into strong brand ID in line with main motorway sites
    - Focus on site amenities to appeal to local 'traditional' market
- Streamlined efficient operation through site survey and realization of assets to allow for greater yield on high volume passing holiday trade.

### **Professional References Available**

I have a solid foundation in the retail management and brand operation industry, this combined with my deep knowledge and professional Yachtmaster qualifications will allow me to adapt to a new and challenging role.

### **Personal Interests;**

Sailing, Mountain Biking, Running,

Compliant with most software systems including Windows and Office software

Recently started working with Mac OS and will continue to develop skills within.

Oh and a great chef...!