**CURRICULUM VITAE of JUSTIN CHEW** 

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Date of Birth : 04th July 1955

Nationality : Malaysian (Chinese)

Marital Status : Married

Health : Good / Non-smoker

Computer O/S : Windows 7, Microsoft ME, Office 2000 Professional & Fidelio

Software : Microsoft Office 2007, IE, Scheduler

Education : “O” Level, St. Xavier’s Institution, Penang, Malaysia.

Languages : English Fluent spoken and written

Malay/Indonesian Good spoken and written

Mandarin / Fukien Basic spoken

German Deutsch Basic spoken

CAREER **OBJECTIVES**

* To be a successful Hospitality Professional having groom and develop a good number of people to excel in the trade.
* To always achieve and deliver the objectives and goals set by my employers
* To manage an international Mega Deluxe Property
* To take up a Corporate role as VP Operations or Group General Manager

**PROFESSIONAL SKILLS & STRENGTHS**

* Plan, organize, develop, coordinate, execute and administer all aspects of hotel operations to optimize desired results while constantly endeavoring to further improve the standard of the property
* Develop realistic and achievable strategic business plan that meet the company’s objectives and operational goals
* Good knowledge to lead and guide team members towards greater skills and performances thus upholding quality standards and customer expectations
* Great yield management and turning failing businesses around to profitability
* Great eyes for details and good application of preventive maintenances to property, working equipment, assets
* Good working knowledge and application in multi-cultural, religion, racial and ethnic international workforce
* Great strategic thinker and implementation with well-planned action plans
* Good communication skills and able to communicate with people of all levels.
* Good at building rapport and business relationships and also bridging the owner and operator
* Taking proprietorship and accountability is my nature

**COURSES, WORKSHOPS & TRAININGS**

**2003 Bullet Proof Manager by CRESTCOM**

**2002 Account Management Workshop**

**2002 Sales Excellent Workshop**

**1999 Policy & Procedure Compilation**

**1999 Standard of Performance Compilation**

**1997 Team Work Curse and Workshop**

**1996 Train the Trainer Course II**

**1995 Train the Trainer Course I**

**1994 Sales Clinic**

**1992 Effective Interview**

**1992 The Role of the Manager**

**1992 Effective Communication**

**1991 Effective Sales Operations**

**1989 Systematic Approach to Problem Solving & Decision Making**

**1982 Personal Motivation and Motivating Others**

**PROFESSIONAL EXPERIENCE I**

Period : July 2012 to June 2013

Position : General Manager

Company : Golden Palm Tree Iconic Resort & Spa Sepang Gold Coast, Malaysia

Category : Flagged as a Swiss-belHotel International and will soon be rebranded

To AVANI SEPANG GOLD COAST (Anantara Hotels Resorts Spas)

Website : [www.goldenpalmtree.com](http://www.goldenpalmtree.com)

<http://www.anantara.com/>

* Hired by owner to manage the resort and handle the transition and migrating of management from Swiss-belHotel to AVANI
* This is the 2008 CNBC Award Winning Iconic Resort built on stilts in the form of a Palm Tree jutting out into the Straits of Malacca. Very highly visible from the planes landing at KL International Airport.
* An Inventory of 301 spacious and luxurious water villas of 1, 2 and 3 bedrooms ranging from 52 sq meter Traveler Palm Villas to 232 sq meter Royal Palms Villas.
* 5 F&B outlets, Grand Ballroom and Palm Ballroom, Extreme Park, Water Sports / Beach Club, Spa, Kids Club, Infinity Swimming Pool.

**PROFESSIONAL EXPERIENCE II**

Period : June 2010 to July 2012

Position : General Manager

Company : TAMAN ANGGREK MALL (PT. Mulia Intipelangi)

Category : Leading Mega Award Winning Shopping Mall in Indonesia

Website : <http://www.taman-anggrek-mall.com/index1.php>

* Promoted from managing the Taman Anggrek Condominium manage the Mall with improved systems, improve customer and tenants services and experiences, generate better revenue etc
* This is the leading Award Winning up-market Shopping Mall in Jakarta with an annual turnover of USD60 million.
* An ISO9001 certified and accredited with Lloyds of London.
* Affiliated to the leading 1000+ rooms/suites Hotel Mulia Senayan in Jakarta
* Anchor tenants are 2 major Departmental Stores, Ice Skating Ring, a Supermarket supported by over 80 Food & Beverage outlets, a Cineplex, major Banks and hundreds of shops covering 100,000 sq meters of lettable space
* Improve income by being creative and provide services with available resources to support the Malls tenants, common areas and facilities.
* Manage the daily operations with the support of +-1000 personnel

**PROFESSIONAL EXPERIENCE III**

Period : August 2007 to June 2010

Position : General Manager

Company : KONDOMINIUM TAMAN ANGGREK (PT. Mulia Intipelangi)

Category : 5 star – Leading Condominium in Indonesia

Website : <http://www.mulialand.com/prop/retail/taman.html>

* Headhunted to lead the Condominium Management team to implement better systems, set up operating standards, improve resident services, generate better revenue etc
* This is the leading up-market Condominium in Jakarta with 2824 keys of 2 and 3 bedroom units and Penthouses with Parliament Members and leading businessmen as residents
* Affiliated to the leading 1000+ rooms/suites Hotel Mulia Senayan in Jakarta
* 3 swimming pools, 2 wading pools, children playground and sand pit, 2 tennis courts, large landscape gardens / plaza, 600 seater Community Centre etc
* Improve income by being creative and provide services with available resources to support the up-keeping of the complex common areas and facilities
* Implement preventive maintenance of common area facilities and equipment
* Manage the daily operations with the support of +-600 personnel

**PROFESSIONAL EXPERIENCE IV**

Period : June 2005 to August 2007

Position : General Manager

Company : HOTEL EQUATORIAL HCMC, VIETNAM

Category : 5 star – Member of Hotel Equatorial International

Website : <http://www.equatorial.com/hcm/>

* 333 rooms and suites with 3 F&B outlets, multiple function rooms and Ballroom
* Was transferred by owner and Corporate Office to this property that needs a revamp and booster to the business
* Responsible for day to day operations, establishing Business Plan and setting sustainable business targets and objectives as per the guidelines and directives of the Management Company as well as the Owner.
* Managed to turn the business around and achieve Net Operating Profit for the first time after 11 years of business operations

**PROFESSIONAL EXPERIENCE V**

Period : March 2002 to June 2005

Position : General Manager

Company : HOTEL EQUATORIAL CAMERON HIGHLANDS, MALAYSIA

Category : 5 star – Member of Hotel Equatorial International

* 270 hotel rooms and suites, 240 units of 2 and 3 bedrooms self contained apartment suites with 4 F&B outlets, multiple function rooms and Ballroom
* Was hired by owner and Corporate Office to this property to improve the business and achieve the market share that was very lacking
* Responsible for day to day operations, establishing Business Plan and setting sustainable business targets and objectives as per the guidelines and directives of the Management Company as well as the Owner
* Increase Travel Trade support (mainly Japanese and Middle East market) for base occupancy and the local market for weekend business with creative packages
* Managed to turn the business around and achieve Gross Operating Profit for the first time after 6 years of business operations
* Received the LKN (Lim Kah Ngan) Award 2003 (amongst the 8 hotels in the group) for the best performance in year-on-year improvements on Revenue, Profitability, Guest Satisfaction and Working Capital Management

**PROFESSIONAL EXPERIENCE VI**

Period : April 2000 to September 2001

Position : Hotel Manager

Company : FERRINGHI BEACH RESORT PENANG, MALAYSIA

Category : 4 star – Member of Federal Hotels International

* 345 rooms and suites with 3 F&B outlets, function rooms and Ballroom
* After 7 months of assisting the General Manager at Crown Princess Kuala Lumpur as the Resident Manager, was promoted and transferred to head this property to improve the business and market share
* As Hotel Manager, I was responsible for overall operations and performances of the hotel Business.
* Increase Travel Trade support (mainly Japanese, Australian and European market) to increase the market share amongst the beach hotel vicinity
* Managed to complete the refurbishment / renovation project of the hotel

**PROFESSIONAL EXPERIENCE VII**

Period : September 1999 to April 2000

Position : Resident Manager

Company : CROWN PRINCESS KUALA LUMPUR, MALAYSIA

Category : 5 star – Member of Federal Hotels International

* 576 rooms and suites with 5 F&B outlets, multi function rooms and the 2000 seater Grand Ballroom
* Was hired by the Chairman (Tan Sri Low Yow Chuan) to improve the business and market share that was very badly affecting the hotel business
* As Resident Manager, I was responsible for day to day operations of various departments and supporting the General Manager on various other task during the refurbishing period
* Primarily task was to oversee the hotel Sales & Marketing Team and also to increase Travel Trade support (mainly Japanese, Australian and European market) for all hotels in the group
* After 7 months as Resident Manager, the Chairman instrumented my promotion and transfer to head the Ferringhi Beach Resort, Penang

**PROFESSIONAL EXPERIENCE VIII**

Period : July 1997 to August 1999

Position : Regional Director of Sales & Marketing

Company : CENTURY KUALA LUMPUR, MALAYSIA

CENTURY INTERNATIONAL HOTELS, MALAYSIA OFFICE

Category : 4 Star – Member of the Century International Hotels

* 418 rooms and suites with 2 F&B outlets, multi function rooms and Ballroom
* Was appointed to be overall in charge of the region’s Sales & Marketing Offices covering Malaysia & Singapore and reporting to the SVP Marketing at Corporate Office, Hong Kong
* Primarily task was to oversee the hotel Sales & Marketing Team and also to take charge of the S&M team of Century Mahkota in Melaka and the Delta Paradise Lagoon resort in Port Dickson, Malaysia
* Implemented the Cross Selling Culture amongst all the sales offices in the group
* Setting up the Singapore Regional Sales Office
* Achieve Gross Operating profit for the Century Kuala Lumpur by the 9th Month of operations

**PROFESSIONAL EXPERIENCE – SUMMARY**

Aug 96 – Jun 97 Century Mahkota Hotel Dir. Of Sales & Marketing

Feb 95 – Jul 96 Riviera Bay Resort Dir. Of Sales & Marketing

Nov 93 – Jan 95 Penang Mutiara Asst. Dir. Of Sales & Mktg

May 92 – Oct 93 Park Inn International Dir. Of Sales & Marketing

Aug 87 – Apr 92 Ferringhi Beach Resort Senior Sales Manager

Dec 83 – Aug 87 Intercon Services Business Partner

Jun 80 – Nov 83 Masmara Travel & Tours Branch Manager Singapore

Dec 78 – May 80 Masmara Travel & Tours Supervisor Penang

SETTING UP NEW SALES & MARKETING TEAM /

PRE-OPENING OF NEW HOTELS

1989 - Park Inn International Penang, Malaysia

1. - Riviera Bay Resort Malacca, Malaysia

1996 - Century Mahkota Hotel Melaka, Malaysia

1998 - Century Kuala Lumpur, Malaysia

REFURBISHING & RENOVATION OF PROPERTIES

2000 - Rooms & Suites Ferringhi Beach Resort Penang, Malaysia

2003 - Apartments and Lounge Equatorial Cameron Highlands, Malaysia

2005 - Rooms, Ballroom, Coffee House Equatorial Ho Chi Minh City, Vietnam

2006 - Rooms, Restaurants Equatorial Ho Chi Minh City, Vietnam

TRADE SHOWS AND SALES MISSIONS

|  |  |  |
| --- | --- | --- |
| 2006 |  | JAPAN - Sales trip |
|  | | |
| 2005 |  | DUBAI - Arabian Travel Market 2005 |
|  |  | JAPAN - Sales trip |
|  | | |
| 2004 |  | DUBAI - Arabian Travel Market 2004 |
|  |  | JAPAN - Sales trip |
|  | | |
| 2003 |  | DUBAI - Arabian Travel Market 2003 |
|  |  | JAPAN - Sales trip |
|  | | |
| 2001 |  | BANGKOK - Sales Mission Penang International Hoteliers Association |
|  |  | AUSTRALIA - Sales Mission Penang International Hoteliers Association |
|  | | |
| 2000 |  | BANGKOK - Asean Tourism Forum (ATF 2000) |
|  | | |
| 1999 |  | SINGAPORE - Asean Tourism Forum (ATF 1999) |
|  |  | HONG KONG - International Travel Fair 1999 (ITF 1999) |
|  |  | JAPAN - Sales trip (2 trips) |
|  |  | SINGAPORE - Pacific Area Travel Association (PATA MART 1999) |
|  |  | HONG KONG - Sales trip |
|  | | |
| 1998 |  | CEBU - Asean Tourism Forum (ATF 1998) |
|  |  | SINGAPORE - Pacific Area Travel Association (PATA MART 1998) |
|  |  | KUALA LUMPUR - ITCMA 1998 |
|  |  | JAPAN - Sales trip |
|  |  | HONG KONG - Sales trip |
|  | | |
| 1997 |  | KUALA LUMPUR - Asean Tourism Forum (ATF 1997) |
|  |  | BEIJING - Pacific Area Travel Association (PATA MART 1997) |
|  |  | JAPAN - Sales Mission with Tourism Malaysia |
|  |  | HONG KONG - International Travel Fair 1997 (ITF 1997) |
|  |  | MOSCOW - Moscow International Travel & Tours (MITT 1997) |
|  | | |
| 1996 |  | SURABAYA - Asean Tourism Forum (ATF 1996) |
|  |  | BERLIN - ITB 1996 |
|  |  | PATTAYA - Pacific Area Travel Association (PATA MART 1996) |
|  |  | SINGAPORE - Asean Tourism Market (ATM 1996) |
|  |  | HONG KONG - Sales Mission with Tourism Malaysia |
|  |  | JAPAN - Sales Mission with Tourism Malaysia |
|  |  | TAIWAN - Sales Mission with Tourism Malaysia |
|  |  | AUSTRALIA - Sales Mission with Tourism Malaysia |
|  | | |
| 1995 |  | SINGAPORE - Asean Tourism Market (ATM 1995) |
|  |  | HONG KONG - Sales Mission with Tourism Malaysia |
|  |  | JAPAN - Sales Mission with Tourism Malaysia |
|  |  | TAIWAN - Sales Mission with Tourism Malaysia |
|  |  | SOUTH AFRICA - Sales Mission with Tourism Malaysia |
|  |  | AUSTRALIA - Sales Mission with Tourism Malaysia |
|  |  | LONDON - World Travel Market (WTM 1995) |
|  |  |  |
|  |  |  |
| 1994 |  | SINGAPORE - Asean Tourism Forum (ATF 1994) |
|  |  | HONG KONG - Sales Mission with Tourism Malaysia |
|  |  | JAPAN - Sales Mission with Tourism Malaysia |
|  |  | TAIWAN - Sales Mission with Tourism Malaysia |
|  |  | SOUTH KOREA - Sales Mission with Tourism Malaysia |
|  |  |  |
| 1993 |  | MANILA - Asean Tourism Forum (ATF 1993) |
|  |  | NEW ZEALAND - Sales Mission with Tourism Malaysia |
|  |  | JAPAN - Sales Mission with Tourism Malaysia |
|  |  | NORWAY, FINLAND, SWEDEN & DENMARK - Mission with Tourism Malaysia |
|  |  | AUSTRALIA - Sales Mission with Tourism Malaysia |
|  |  | LONDON - World Travel Market (WTM 1993) |
|  |  | BERLIN - ITB 1993 |
|  |  |  |
| 1992 |  | PENANG - Asean Tourism Forum (ATF 1992) |
|  |  | NEW ZEALAND - Sales Mission with Tourism Malaysia |
|  |  | AUSTRALIA - Sales Mission with Tourism Malaysia |
|  |  | JAPAN - Sales Mission with Tourism Malaysia |
|  |  |  |
| 1991 |  | BANDUNG - Asean Tourism Forum (ATF 1991) |
|  |  | TOKYO - JATA 1991 |
|  |  | AUSTRALIA - Sales Mission with Tourism Malaysia |
|  |  | JAPAN - Sales Mission with Tourism Malaysia |
|  |  |  |
| 1990 |  | SINGAPORE - Asean Tourism Forum (ATF 1990) |
|  |  | TOKYO - World Travel Fair (WTF 1990) |
|  |  | AUSTRALIA - Sales Mission with Tourism Malaysia |
|  |  | JAPAN - Sales Mission with Tourism Malaysia |
|  |  |  |
| 1989 |  | TOKYO - JATA 1989 |
|  |  | TAIPEI - International Travel Fair (ITF 1989) |
|  |  | AUSTRALIA - Sales Mission with Tourism Malaysia |
|  |  | TAIWAN - Sales Mission with Tourism Malaysia |
|  |  |  |
| 1988 |  | TAIWAN - Sales Mission with Tourism Malaysia |
|  |  | TOKYO - World Travel Fair (WTF 1988) |
|  |  | AUSTRALIA - Sales Mission with Tourism Malaysia |
|  |  | SOUTH KOREA - Sales Mission with Tourism Malaysia |
|  |  |  |
| 1987 |  | AUSTRALIA - Sales Mission with Tourism Malaysia |
|  |  | JAPAN - Sales Mission with Tourism Malaysia |
|  |  |  |
| 1982 |  | MANILA - Asean Tourism Forum (ATF 1982) |

BANGKOK - Pacific Area Travel Association (PATA MART 1982)

REFEREES

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