

# ARMANDO SIMON



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## HIGHLIGHTS

- ❖ I bring 20+ years of knowledge and experience from five-star and luxury hotel brands, locally and abroad. Trained in a multi-skilling environment.
- ❖ My strengths include Rooms Division, Revenue Management, Sales and Marketing, Training and Development, and sustainable process improvements.
- ❖ I create guest-satisfaction-focused operations teams, a culture of learning for all departments, revenue-driven sales teams, and an effective hotel online presence.
- ❖ I promote using the right technology to improve efficiency. I improve standards and procedures using Lean Management and Kaizen techniques to create more value for guests and positively impact the bottom line.
- ❖ I manage with humility but demand high-quality hotel standards from my teams because this results in happy guests. And happy guests bring good business.
- ❖ I promote teamwork as necessary for a hotel to succeed.
- ❖ Pre-opened four hotels in three different countries (Philippines, Vietnam, Macau)
- ❖ Experience in re-branding hotels
- ❖ Experienced and certified trainer
- ❖ Certified Lean Six Sigma Black Belt and Green Belt
- ❖ Certified Scrum Master

## EXPERIENCE

**FEBRUARY 2022 – PRESENT**

**VICE PRESIDENT, MARKETING AND STRATEGY, BUTTEREDFLY INC**

Established value propositions, product positioning, and market penetration strategies. Designed roadmap and critical path to the first product's launch. Competitor SWOT and pricing studies. Created unique selling points. Designed pricing strategies. Market segmentation. Established top target markets and secondary markets aligned with the marketing budget. Built a multiple-year marketing plan which includes succeeding product development and launches.

FEBRUARY 2020 – JANUARY 2022

**DIRECTOR OF PRODUCT DEVELOPMENT, BUTTEREDFLY INC**

Ideation. Research. Analysis. Development. User flow design. Strategies. Butteredfly is a start-up company focused on creating ideas and online solutions and developing these ideas into a business.

FEBRUARY 2014 – JANUARY 2020

**AREA DIRECTOR OF REVENUE MANAGEMENT, ARTYZEN HOSPITALITY GROUP**

In charge of Artyzen Grand Lapa Macau and Grand Coloane Resort

- Part of the re-branding team for both Macau hotels, from Mandarin Oriental and Westin brands to the Artyzen brand
- Project leader for the system setup and changeover of Property Management Systems, Central Reservations Systems, and all other third-party systems involving rooms.
- Designed the roles and structure of the new cluster Sales and Marketing team, Reservations, and Revenue management.
- In charge of the cluster revenue plus reservations department
- Modernized the traditional market segmentation to a channel-driven measurement for more effective marketing.
- Successfully shifted the business to higher-paying segments
- Created successful room packages with different revenue areas like F&B (all outlets) and Spa
- Successfully maintained number 2 ranking in the Revenue Generation Index in the competitive set of 5 hotels
- Development of the annual marketing and sales plans and budget for the S&M
- Designed the new room categorization, its rationale, and strategies for the hotel renovation.
- Monthly meetings with the corporate office and owner's representatives on the previous month's performances, forecasts, and upcoming strategies

JANUARY 2010 – JANUARY 2014

**DIRECTOR OF REVENUE MANAGEMENT, GRAND LAPA MACAU, MANDARIN ORIENTAL HOTEL (416 ROOMS)**

- Responsible for YoY revenue growth despite the volatile market conditions due to the opening and proliferation of mega hotels
- Successfully upheld number 2 ranking in Revenue Generation Index in the competitive set
- Development of the annual marketing and sales plans and budget for the S&M teams in Macau and Hong Kong
- Created successful room packages with different revenue areas like F&B (all outlets) and Spa
- Recognized by the corporate office for consistent revenue forecast accuracy (+/- 3% var)
- Embodied the standards of the Mandarin Oriental brand.

**SEPTEMBER 2008 – NOVEMBER 2009**

**REVENUE MANAGER, WESTIN RESORT MACAU (208 ROOMS)**

- Helped the hotel during the global financial crisis of 2008 with occupancy-driven strategies to stimulate cash flow.
- A roll-up-your-sleeves period with lean staffing
- Created successful room packages that involved different revenue areas like F&B, resort.
- Attended a company-sponsored course on Pricing Strategy conducted by Cornell University
- Maintained the highest Average Rate Index in the competitive set of 4 hotels.
- Embodied the standards of the Westin brand.

**JULY 2008 – SEPTEMBER 2008**

**REVENUE MANAGEMENT CONSULTANT, MANDARIN ORIENTAL MANILA (442 ROOMS)**

- Conducted process reviews and recommended improvements.
- Trained the reservations and sales teams and managers on revenue management.
- Introduced, designed, and implemented derived rate structure to improve rate controls.

**MAY 2007 – APRIL 2008**

**FRONT OFFICE DUTY MANAGER, THE VENETIAN MACAO RESORT HOTEL (3000 ROOMS)**

- Pre-opening experience
- Handled group check-ins from small groups and up to 700 rooms
- Recognized for having the most number of guest commendations in the front office team.
- Trained the front desk staff and butler staff.
- Attended Train the Trainer

**MAY 2004 – MAY 2007**

**RESERVATIONS AND REVENUE MANAGER, HYATT HOTEL AND CASINO MANILA (376 ROOMS)**

- Pre-opening experience
- Hired and trained the front office, reservations, and service plus department teams.
- Property Management System and Central Reservations System setup
- Successfully positioned the hotel as number one in RGI in a competitive set of 5 hotels.
- Attended Train the Trainer

- Embodied the standards of the Hyatt brand.
- Part of taskforce at Park Hyatt Saigon's pre-opening

**AUGUST 2003 – DECEMBER 2003**

**TRAINING ASSISTANT, VISIONS AND BREAKTHROUGHS INTERNATIONAL**

Assisted in conducting transformational behavioral training to multinational companies.

**NOVEMBER 2001 – AUGUST 2003**

**REVENUE MANAGER, PAN PACIFIC HOTEL MANILA (236 ROOMS)**

- Established revenue-generating standards and successfully positioned the hotel as number one in RGI in a competitive set of 5 hotels.

**JANUARY 1998 – NOVEMBER 2001**

**ROOMS DIVISION, PAN PACIFIC HOTEL MANILA**

- Pre-opening experience
- Trained in a multi-skilling environment.
- Experience in various operations departments such as:  
**housekeeping, butlering, room service, telephone operator, reservations, front desk, night audit, concierge, banquet service, food and beverage, room sales, training**
- Attended Train the Trainer and was selected as head of the departmental trainers.

**NOVEMBER 1998 – MARCH 1999**

**COLLEGE INSTRUCTOR - MARKETING, THE PHILIPPINE WOMEN'S UNIVERSITY**

Part-time teaching job whilst working as Front Office Night Auditor at Pan Pacific Hotel.

**JANUARY 1997 – DECEMBER 1997**

**DOG BREEDER**

English bulldogs, Neapolitan mastiffs, labradors

**FEBRUARY 1996 – DECEMBER 1996**

**CHIEF BAKER, DELIFRANCE**

Pre-opening store set up; assisted in creating local product lines.

## EDUCATION

**MARCH 1995**

**BS HOTEL AND RESTAURANT MANAGEMENT, THE PWU MANILA**

Awardee: Ten Most Outstanding College Students 1995  
Outstanding Seniors of Class 1995

Organization: Vice President YMCA PWU Chapter 1994-95

## CERTIFICATIONS

- ScrumMaster  
Scrum Alliance  
April 2023
- Lean Six Sigma Black Belt  
International Management Consultancy  
March 2021
- Strategic Pricing for Hotels  
Cornell University  
July 2009

## INTERESTS

Chess • Billiards • Watches • Meditation • 80's music • Acoustic guitar