

ARMANDO SIMON



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Certified Lean Six Sigma Black Belt and Green Belt
Hotel Revenue Management expert
20+ years hotel experience, 16 years in revenue management, plus rooms division
Pre-opened four hotels in three different countries
Experience in re-branding hotels
Experienced trainer

EXPERIENCE

FEBRUARY 2022 – PRESENT

VICE PRESIDENT, MARKETING AND STRATEGY, BUTTEREDFLY INC

FEBRUARY 2020 – JANUARY 2022

DIRECTOR OF PRODUCT DEVELOPMENT, BUTTEREDFLY INC

Ideation. Research. Analysis. Development. 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

Drive revenue performance and market share through comprehensive and critical analysis and proper pricing and market mix management in all distribution channels. Leverage revenue management reports/applications (PMS, revenue management optimization system, forecasting tools, competitive reports) to maximize hotel revenues. Develop and clearly communicate to the hotel revenue and sales teams the strategic vision to drive revenue and improve hotel performance. Chair weekly property and cluster strategy meetings

JANUARY 2010 – JANUARY 2014

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

SEPTEMBER 2008 – NOVEMBER 2009

REVENUE MANAGER, WESTIN RESORT MACAU (208 ROOMS)

Responsible for revenue management and channel distribution strategies for the hotel, with focus on RevPAR, ADR and Occupancies, segment strategies, competitor intelligence tools, and providing strategic and tactical input to the sales and marketing teams in Macau and Hong Kong.

JULY 2008 – SEPTEMBER 2008

REVENUE MANAGEMENT CONSULTANT, MANDARIN ORIENTAL MANILA (442 ROOMS)

Responsible for conducting process reviews and recommended improvements, re-designed rate structure with derived attributes, and trained reservations manager on revenue management concept and processes.

MAY 2007 – APRIL 2008

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

Assisted in the completion of pre-opening tasks, including training of front desk agents and supervisors. Conducted introductory training for hotel butlers. Handled guest complaints effectively. Handled group registration of small groups to large groups of up to 700 rooms.

MAY 2004 – MAY 2007

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

Hired and trained reservations team and assisted in set up and configuration of systems. Prepared strategies and tactics to successfully achieve top ranking in competitive set. Assisted in annual budget preparations, prepared daily, weekly, monthly revenue management reports. Conducted weekly yield meetings and monthly strategy meetings with sales and marketing.

- June – July 2005, Taskforce at Park Hyatt Saigon, Vietnam (245 rooms) Assisted in the set-up of reservations which included manager and staff training

AUGUST 2003 – DECEMBER 2003

TRAINING ASSISTANT, VISIONS AND BREAKTHROUGHS INTERNATIONAL

Assisted in conducting transformational behavioral trainings to multinational companies.

NOVEMBER 2001 – AUGUST 2003

REVENUE MANAGER, PAN PACIFIC HOTEL MANILA (236 ROOMS)

Set-up of revenue management processes. Lead the hotel in achieving number one position in competitive set.

JANUARY 1998 – NOVEMBER 2001

VARIOUS POSITIONS, PAN PACIFIC HOTEL MANILA (236 ROOMS)

August 2001 – November 2001	HR Project Trainer
November 2000 – August 2001	Revenue Management Asst / Reservations Team Leader
May 2000 – November 2000	FO / Reservations / PBX Team Leader
December 1999 – May 2000	Management Trainee
October 1998 – December 1999	FO Night Auditor / Concierge / PBX
January 1998 – October 1998	Housekeeping Team Leader / VIP Butler

NOVEMBER 1998 – MARCH 1999

COLLEGE INSTRUCTOR - MARKETING, THE PHILIPPINE WOMEN'S UNIVERSITY

Part-time teaching job whilst working as FO 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

- Lean Six Sigma Black Belt
International Management Consultancy
March 2021
- Strategic Pricing for Hotels
Cornell University
July 2009

INTERESTS

Chess • Billiards • Watches • Ufology • Meditation • 80's music