

John Raffoul

+971 50 502 3756

[jean.raffoul@gmail.com](mailto:jean.raffoul@gmail.com)

Jumeirah Village Circle, Dubai, UAE

***Summary of Qualifications***

Proactive, collaborative, ambitious and empathetic leader with a positive attitude and the ability to multi-task in a deadline driven hospitality environment with more than 15 years’ experience growing business modules through innovative thinking, developing and coaching new business leaders whilst at the same time maintaining high customer satisfaction levels. Skilled in operations, analyzing markets strengths and weaknesses, developing comprehensive sales and marketing plans to identify new source of businesses and maximize profitability in addition to immense insights on handling renovation and take over business insuring compliant with all brand standards and local regulations and maintaining a strong, transparent business approach with owning companies and operators.

***Professional History***

**General Manager at Premier Inn Group September 2018-Present**

Premier Inn Ibn Battuta Hotel (3 stars) Dubai, UAE

* Managing hotel s commercial and operational daily business aspects
* Working with project team on delivering additional 222 rooms by Sept 2021 to hotel inventory making Premier Inn Ibn Battuta hotel the largest hotel in its groups in ME
* Follow Covid-19 guidelines and deliver 2020 KPIs
* Implement cost effective tactics in line with business requirements
* Maintain top spot in STR 2020
* Delivering 2019 KPIs
* Achieving 2018 budget and delivering positive GOP(53%)+3 and NOP (47)+2%
* Leading STR 2018 indicators
* Online reputation score for booking.com 8.6, trip advisor 82
* Monitor and revise rates and revenue strategies for the hotel
* Implement new F&B strategies and drive revenue
* Explore new business markets opportunities
* Prepare business plan for sales and marketing
* Work on the budget with the team and set goals and KPIs,
* Manage owning company s relation and business expectation on daily basis.
* Attend various business related meetings

**Hotel Manager at Accor Group *March 2017- July 2018***

Mercure Dubai Barsha Heights Hotel Suites & Apartments (4 stars) Dubai, UAE

* Accor **IHPM** program winning team 2016/2017 promotion.
* In charge of the operation and re branding of the largest Mercure in the world ( 607 hotel apartments in addition to 408 hotel suites, 8 meetings rooms, sports bar and Turkish restaurant
* Manage owning company and Accor relationship
* Participated in ATM, WTM, ITB and IMEX events representing the property and meeting with business partners across the globe.
* Joint sales calls with sales team and meeting local partners.
* Closing 2017 figures with GOP (+3), NOP (+1)
* Overall 2017 Heartist satisfaction survey 86%
* Achieve Green Globe 82% up +2 vs 2017
* Attend projects meetings and coordinate with design company on renovation project on regular basis
* Responsible for the day-to-day management of a hotel and the team members.
* Accountable for budgeting and financial results, planning, Sales and Marketing strategies
* Ensuring compliance with licensing laws, health and safety and other statutory regulations
* Closing 2017 Trip Advisor apartment ranking #9 out of 307 plus services apartment’s properties in Dubai and # 68 out of 568 hotels in Dubai*.*

**Director of Sales & Marketing *April 2015 – Feb 2017***

Pullman City Centre Hotel & Residences (5 Stars) Dubai, UAE

* Assessed and restructured the Sales & Marketing department.
* Achieved 9.9 /10 overall employees’ satisfaction survey.
* Improved STR figures drastically.
* Attended BRM and revenue meetings with ownership and Accor Head Office.
* Achieved 3 separate “World Travel Awards2015” for Dubai’s Leading City Hotel, Dubai’s Leading Hotel Residences and UAE’s best refurbished Residences and a shortlist for Best Renovated Hotel & Residences by “The Hotel Awards”.
* Achieved 3 separate “World Travel Awards 2016” for Dubai’s Leading City Hotel, Dubai’s Leading Hotel Residences and UAE’s Leading Meetings and Conference Hotel Winner of “Haute Grandeur Awards 2016” awards for UAE’s Best Hotel Residences and UAE’s Best MICE Hotel
* Continent Category Winner at World Luxury Hotel Awards 2016 for Middle East’s Luxury Serviced Apartments.
* Actively participated in IMEX Frankfurt, WTM in London and IBTM World in Barcelona.
* Acted as the hotel’s representative at “The Meetings Show”.
* Responsible for enhancing revenue, rate management policies and procedures.
* Implemented effectively Sales & Marketing Business Plans and Financial Budgets.
* Lead successful social events by inviting key Media channels, PR and clients.
* Keep abreast of new trends and updates on social media.
* Assisted e-commerce team in finalizing/launching a dedicated website for the residences division.

**Director of Sales Corporate & MICE *April 2013 - April 2015***

*Sofitel The Palm Dubai Jumeirah (5 Stars) Dubai, UAE*

* Fourth pre-opening experience.
* Secured MICE business from local and international markets.
* Planned corporate sales team action strategies for the resort and residences.
* Analyzed market changes and implemented actions as needed.
* Assisted on budget and marketing plans.
* Prepared quarterly action plans in conjunction with the sales team.
* Handled RFP accounts with the assistance of Accor Head office team.
* Solicited new accounts and channeled leads to the corporate sales team.
* Leased apartments to corporate clients on short/long term basis.
* Set ISO for corporate and MICE departments and secured ISO certification.
* Attended AIME in Melbourne, MICE Arabia in Doha and IMEX in Las Vegas.

**Assistant Director of Sales *May 2010 – March 2013***

Pullman Dubai Mall of the Emirates (5 Stars) Dubai, UAE

* Third pre-opening experience.
* Looked after all sales markets and handled the sales team on a daily basis.
* Attended “World of Accor” in London.
* Prepared business plans, marketing packages, revenue analysis and action plans.
* Looked after clients’ relationships, site inspections, FAM trips.
* Developed prospect accounts and followed up on RFP accounts.
* Handled VIP accounts.
* Participated in development programs and training of team members.

**Sales Manager *May 2009 - February 2010***

Al Ain Intercontinental Hotel & Resort (5 Stars) Al Ain, UAE

* Generated leads from the Dubai market and increased revenue.
* Covered all corporate segments with an emphasis on long term and MICE businesses.

**Sales Manager** ***January 2005 - March 2009***

*C*ourtyard by Marriott & Marriot Executive Apartments DIP (4 Stars) Dubai, UAE

* Second pre-opening experience.
* Held 4 positions. Joined as Receptionist, promoted to Front Desk Supervisor, followed by Cluster Sales Executive and ultimately Sales Manager.
* Awarded “Best Sales and Catering Team for the Hotels in the Middle East”.
* Proud recipient of the Silver Level Achiever “Marriott Golden Opportunities” and the “President Award”.
* Responsible for boosting the room revenue in addition to banquet space.

***Education*** Hospitality Management Diploma Technical Degree

Institute of Science and Technology, Beirut, Lebanon

***Computer Skills*** Proficient in all Microsoft software

***Languages***  Fluent in Arabic and English. Intermediate in French

***Date of Birth*** 25March 1979

***Status*** Single

***Citizenship*** Lebanese