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# Bruno GUILLOUX

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**Nationality:** French

**Marital status:** Married, one child (b. 2008)

**PROFILE**

**HOTEL GENERAL MANAGER**

**Brand Positioning | Rooms, Food & Beverage | Quality Management | Revenue Management**

**Applying Excellence in Hotel Management to Develop Award Winning Properties and Brands**

Passionate, proactive, analytical, hands on, results and quality oriented Hotel General Manager with well-documented track record of international experience including several successes in the Middle East at senior management and general management levels by opening and managing luxury resorts, cluster properties, lifestyle brand and awards-winning city hotels, extended stay, as well as mid-scale and upper mid-scale properties.

Recognized for assessing operational needs and developing solutions to save costs, improve revenues, and drive customer satisfaction through service quality. Resourceful and well-organized with excellent leadership and team building record.

**SKILLS & AREAS OF EXPERTISE**

Hotel Pre-Opening | Revenue and Demand Forecasting | Talent Development | Team Leadership and Influence

Quality Management | Operational Analysis | Financial Performance Analysis | Profit Improvement

Project Management | Human Performance Management | Operations Optimization | Negotiations

Conflict and Resolution Management | Guest Services | Employee Relations | Communications | Strategic Planning

**PROFESSIONAL EXPERIENCE**

**ZAHARA & LOIC CONSULTANCY FEZ,** Dubai, UAE May 2019 – Present

***Business Partner***

Advise, provide guidance and support to clients for all hospitality related matters in regards to Dubai Expo 2020 and future projects.

**BARCELO HOTEL GROUP - OCCIDENTAL HOTEL IMPZ,** Dubai, UAE September 2018 – March 2019

***Hotel Cluster General Manager (pre-opening and opening)***

**Occidental Hotel IMPZ,** 239 rooms and suites (2 buildings with 2 restaurants, 3 bars, 2 swimming pools, 2 gyms, 4 meeting rooms and 1 banquet room), **Occidental Hotel Al Jaddaf**, 365 rooms (under construction, project delayed, final F&B configuration pending).

During the pre-opening phase directed the opening, sales, development and progress of Occidental IMPZ Hotel, Dubai, managed overall standards, service implementation and improvement.

Created and established the business budget on defined sales target markets; business plans management, developed and fulfilled the defined business strategy at the hotel and company level.

Designed effective and successful sales strategies, marketing strategy in line with the brand, pricing strategies, distributions and yielding strategies to achieve and enhance profitability.

Fully involved and accountable in the operational performance and issues with high visibility in the day-to-day business. Set and/or followed effective systems of communications and controls (including IT systems) to ensure the consistent smooth running of the departments in a safety and legal environment.

Actively participated in the development of all key managerial positions and work ethic in a multi-cultural environment through regular assessments, and managed effectively labor turnover, recruitment, training & employee development within budgeted parameters.

Acted as a passionate, analytical and strong influencing role model with integrity and ethic with all employees. Created, maintained and encouraged excellent public relations and employee relations.

Highly involved in furniture, fixtures and equipment procurement (FF&E) matters (budgeting, quality and standards) of all hotel related projects.

**Notable achievements:**

* Successful soft opening and grand opening of **Occidental Hotel IMPZ** in a very challenging time and location.

**DUSIT INTERNATIONAL DUSITD2 KENZ HOTEL,** Dubai, UAE September 2015 – November 2017

***Hotel General Manager (pre-opening and post opening)***

237 rooms and suites under franchise hotel agreement, 2 restaurants, 4 meeting rooms, 2 Executive floors, a Fitness Centre, a Spa and a rooftop swimming pool.

Responsible for all aspects of pre-opening, post-opening operations, and safety standards at the DusitD2 Kenz Hotel, including the day-to-day staffing management and guests satisfaction, and resolved customer complaints.

Provided leadership and strategic planning to the Executive team during the post-opening period to all departments in support of Kenz Hospitality innovative service culture.

Ensured full compliance to DusitD2 Kenz Hotel's operating protocols, operational policies, Standard Operating Procedures (SOPs), verified service standards through Quality Management System (QMS) and appropriate administration of daily trainings and briefings.

Closely monitored the business continuity of the hotel, the business reporting and the approved budgets on a daily basis and took decisions accordingly. Acted as a final decision maker in hiring key positions.

Actively and directly involved in delivering managerial training. Lead in all aspects of business planning and hospitality industry trends.

Developed actions to ensure continuous improvement, carried out cost management and adjusted expenses whenever needed without negative impact on customer service and guest experience to reach agreed KPIs.

**Notable achievements:**

* In May 2017, after 6 months of operation, the DusitD2 Kenz Hotel was awarded, Leading Mid-Market Hotel by Hotel News Middle East.
* In July 2017, Number 1 out of 9,050 restaurants listed in Dubai TripAdvisor (Wise Kwai - Thai Restaurant).
* As of November 2017, ranked in the top 20 out of 556 hotels listed in Dubai on TripAdvisor.

# BONNINGTON HOTEL & RESIDENCE, Jumeirah Lakes Tower, Dubai, UAE May 2011 – August 2015

***Hotel General Manager***

Managed the entire Bonnington Tower, a mix use building, which comprises the **Bonnington Hotel**: a 5 star 208-deluxe-room-hotel with 6 food and beverage outlets, including the award winning **McGettigan's Irish Pub JLT**, and **the Residence**: a fully serviced 270-apartments inventory (1, 2 and 3 bedrooms units), individually owned with various rent-share schemes and living-in residential owners.  
Actively involved in maximizing the Hotel's and Residence's sales, revenue, profit and reputation on behalf of the hotel owner and the apartments' multiple owners.  
Maintained the highest service standards possible through regular trainings, product knowledge, adaptability, best practices, Standard Operating Procedures’ (SOPs) reviews, and strategic collaboration with Worldhotels and local operators.

# WYNDHAM - RAMADA HOTEL, Dubai, UAE July 2010 – April 2011

***Hotel General Manager***

Transferred to existing Ramada Hotel Dubai (franchise agreement) due to further delays in construction. 4\* business hotel with 172 large rooms recently renovated and 6 F&B outlets, swimming pool and gym.

**Notable achievement:**

* Maintained operational excellence, quality assurance, brand strategy, quality, positive impact, standards and service delivery despite very high occupancy.

# WYNDHAM – RAMADA JUMEIRAH, Dubai, UAE March 2010 – July 2010

***Hotel General Manager***

Ramada franchise property. 4\* business hotel with 252 rooms including 18 suites, 2 restaurants, 1 pub, 1 night club, 1 lounge, rooftop swimming pool and gym.

# SOFITEL, SHARM EL SHEIKH, Egypt December 2008 – March 2010

***Hotel General Manager***

5\* resort with 298 rooms and 4 villas, 4 restaurants and 5 bars, 5 private beaches, 320 employees.

Monitored the logistics of the on-going renovation of hotel's rooms full inventory, improved Food & Beverage offers and overall service quality and delivery, controlled labor costs during crisis affected periods, maintained and improved social stability through talent engagement.

**Notable achievement:**

Successfully coordinated the official stay of a high profile European Head of State and its entourage.

# NOVOTEL & IBIS WORLD TRADE CENTRE, Dubai, UAE June 2005 – September 2008

***Hotel Cluster General Manager***

Accor Hospitality Middle East (dual brand hotel complex with 412 rooms Novotel and 210 rooms Ibis, 7 Food & Beverage outlets for the complex, 420 employees).

# Received “Accor Silver Bernache” award for Best performance 2007 (Quality and Finance).

**2002 – 2005 Hotel General Manager - Novotel Yogyakarta, 4\*, Indonesia**

**2001 – 2002 Hotel Resident Manager - Sofitel Ambassador, 5\*, Seoul, Korea**

**1999 – 2001 Hotel Resident Manager - Sofitel Raja Orchid, 5\*, Khon Kaen, Thailand**

**1997 – 1999 Hotel Resident Manager - Sofitel Central, 5\*, Hua-Hin, Thailand**

**1994 – 1997 Director of Rooms (Pre-open.) - Sofitel Riverside, 5\*, Bangkok, Thailand  
1990 – 1993 Rooms Division Manager (Pre-open.) - The Mansion Kempinski, 5\*, Bangkok, Thailand**

**1987 – 1990 Assistant Front Office Manager / Shift leader – Hotel** **Gravenbruch Kempinski, 5\*, Frankfurt, Germany**

**1985 – 1987 Shift Leader Reception – Hotel Lancaster, 5\*, Paris, France**

**EDUCATION**

**Brevet de Technicien Superieur (BTS) - National Diploma of Higher Education Certificate**

Hotel Marketing and Accounting

Ecole Hotelière de Paris - Lycée Jean Drouant

**Brevet de Technicien Hotelier (BTH) - Advanced Vocational Diploma Certificate**

Restaurant and Food Services Management

Ecole Hotelière de Paris - Lycée Jean Drouant