**A person wearing a suit and tie

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FILIPE DA SILVA

Telephone: Dubai: +971504242984 /E-mail: Filipeax@hotmail.com /Date of birth: 13/05/1976

An accomplished Hotel General Manager/Director with preopening experience with large hotel groups in Europe & the Middle East, along with 15 years Dubai experience. A well-diversified individual with experience in all sectors of hospitality including hotel management, F&B management, Hospitality consultancy, directing & establishing new companies, hospitality sales & training. A successful hospitality degree graduate from the very reputable Hotel Management School Les Roche, Bluche in Crans Montana Switzerland.

**PROFESSIONAL EXPERIENCE**

**Hospitality & Business Strategy Consultant**

Self Employed Dubai & Portugal

January 2019 – Present Date

* Devising business strategies for independent hospitality brands to encourage growth & market awareness
* Financial Management & financial restructuring to ensure profitability & cost saving
* Menu engineering & product development
* Concept design for new brands & assistance in brand and store launches
* Staff training & People Management
* Designing & implementing operational strategy and efficiency plans

**Hotel General Manager**

Hotel Tik, Porto, Portugal

March 2016 - Feb 2018

* Preparing and implementing comprehensive business plans to facilitate achievement, by planning cost effective operations and market development activities.
* Ensuring full compliance to the hotels operating controls, SOP, policies, procedures & service standards
* Managing the ongoing profitability of the hotel & regularly presenting this to the stakeholders & investors
* Full responsibility for the preparation, presentation & subsequent achievement of the hotels annual operating budgets.
* Read & evaluate all submitted reports by HOD’S to reward performance, prevent issues & resolve problem
* Setting short- & long-term strategic goals for the Property & HOD’S
* Maximizing the room yield & hotel revenue through innovative sales practices & yield management programs
* Supporting the marketing team & their strategies for the brand in order to boost the overall success of the Hotel including the F&B division.
* Manage, structure, train & lead the hotel HOD’S along with motivating them to contribute & strive to achieve the high standards of service & SOP’s which I developed & put into place.
* Lead the key property issues including capital & retail projects & refurbishments of the hotel & outlets along with developing the customer service

**Director of Food & Beverage**

Hotel Tik, Porto, Portugal

Dec 2014 – March 2016

* Overall daily operations & management of 4 well established F&B outlets.
* Managing, directing & developing a team of 120 plus staff including managers & chefs & executives.
* Full P&L responsibility for the F&B Department of the hotel
* Ensuring & contributing to a steady revenue stream along with taking care of all aspects of the fiscal activities of the outlets.
* Training, recruiting & developing the entire F&B staff including Chefs, Managers, FOH & BOH while ensuring all operational standards are met & exceeded
* Maintaining, designing & implementing menus according to current market trends along with creating event-specific menus for banquets & conventions.

**Senior Consultant Dubai**

Assessment Hospitality Consultancy

May 2013 – Dec 2014

* Consulting, advising and designing programs to fill in the gaps between the actual situation and the desired one by our clients.
* Managing and consulting on turnkey projects from start to finish & be the main point of contact for our clients
* Client management & relationship Management
* Business development for the brand & taking ownership & initiative to drive sales and target new clients & industries

**Managing Director Dubai**

Portugal Link Food & Beverage Trading, Dubai UAE

Jan 2010 – Feb 2013

* Establishing & growing the company from the ground upwards
* Managing all the company’s daily operational activities including the imports & exports off all products, distribution, shipping, and sourcing of food & beverage products.
* Recruiting training & motivating a sales team
* Designing, developing & executing the business strategies for a new company
* Preparing and implementing comprehensive business plans to facilitate the achievement by planning cost effective operations and market development activities.
* Maintaining credit control, direct sales, client portfolio
* Business development & creating brand awareness in the market

**Exports Commercial Manager Dubai**

Balensya General Trading Dubai UAE

Mar 2007 – Apr 2009

* Reporting directly to the Managing Director & being responsible for the selection of food & beverage products portfolio, pricing & ordering of stocks
* Credit control, purchasing & procurement
* Budgeting, sales & marketing and the shipment of all products
* Leading, driving & motivating a sales team of 6 people.

**General Manager Dubai**

Pegasus Hospitality Holdings Dubai

Jan 2003 – Jan 2007

* Reported directly to CEO, the company consisted of one major outlet "Jimmy Dix" Dubai's number one Diner Night Club in Dubai.
* Other departments of the company included: Events, Event Management, Outside Catering, Banqueting, Hospitality Training, Advertising, Entertainment Management and Business planning
* Full responsibility for the entire company operations with over 50 employees
* Maintaining the daily running of all departments

**Operations Manager Dubai**

Regent Palace Hotel Dubai UAE

May 2001 – Jan 2003

* Reporting directly to the General Manager and Managing Director
* Responsible for the operations of the Coffee Shop, Banqueting, Outside Catering, Rock Bottom Café Dinner & Night Club, Far East Seafood Market Restaurant, Indian restaurant and "Puccinis" Italian restaurant
* Planning staff schedules, staff training, negotiation of contracts for banqueting and outside catering Ordering, maintaining and cost controlling of F&B stocks
* Budgeting of advertising and entertainment plans
* Maintaining public relations and database of all hotel guests and clients
* Maintaining the smooth running of all daily F&B operations
* Acting hotel duty manager in the absence of the DM

**Food & Beverage Manager Dubai**

Heritage International Hotel Dubai UAE

Feb 2000 – Apr 2001

* Reported directly to the General Manager. My responsibilities were The New York Deli coffee shop, Room Service, Brokers Pub, A Mongolian Restaurant, Banqueting & Outside catering and Staying Alive night club. Staff schedules, training & ensuring quality standards of both food & beverage service

**Restaurants Operations Manager Dubai- Pre Opening**

Capitol Hotel Dubai UAE

Jan 1999 – Jan 2000

* Reporting directly to Food & Beverage Director I was contracted for the pre-opening and opening stages of the F&B outlets which included 3 theme restaurants as well as the coffee shop and room service
* My core responsibility was setting up all the F&B outlets in terms of interior design, F&B equipment, staffing, menu design & pricing and also compiling the promotion and advertising calendar for the year.

**Restaurant Manager Dubai**

Regent Palace Hotel Dubai UAE

Dec 1996 – Jan 1999

* Reported directly to Food & Beverage Manager I was in charge of an Italian restaurant "Puccinis" and also the infamous Rock Bottom Café Dinner & Night Club
* Planning staff schedules, maintaining F&B quality standards, ordering, maintaining & controlling bar stocks
* Menu pricing & updates.

**ACADEMIC QUALIFICATIONS**

SWISS HOTEL ASSOCIATION - A 3 Year Hotel Management Diploma at Les Roches, Bluche Crans-Montana, Switzerland

**INTERNSHIPS**

* Administration Internship – Hotel Strasbourg Geneva Switzerland
* Kitchen Internship – Olympic Museum Lausanne Switzerland
* Service Internship – Hotel Valaisia Crans Montana Switzerland

**DISTINGUISHING AWARDS -** Excellence Award for Dedication and Contribution to the Olympic Museum in Lausanne, Switzerland

**LANGUAGES -** First Language English / Portuguese /French / Spanish

**HOBBIES** - Horseback riding / Football / Skiing

**REFERENCES UPON REQUEST**