**Didier Beck**

*Current Location: Phan Rang, Vietnam*

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***SENIOR HOSPITALITY MANAGEMENT PROFILE***

* Senior management professional with 29 years of experience in strategic and business planning, operations, and profitability in diverse roles across the organizational hierarchy.
* Skilled in accomplishing organizing business targets by planning and organizing events and other promotional schemes to enhance share of the target market segment.
* Build brand focus in conjunction with operational requirements. Utilize market feedback to develop marketing intelligence for positioning of products. Implement sales promotional activities as a part of brand building and market development effort.
* Analyze and review market response / requirements and communicating the same to various teams for accomplishment of business goals.
* Proficient in interacting with clients, understanding their requirements and accordingly devising customized solutions, thereby maintaining complete client satisfaction and creating repeat business opportunities.
* Well versed in event planning and management, sourcing, vendor management, manpower management, budgeting and auditing.
* Result-oriented leader and team player with team building and performance management skills, analytical and problem solver, pioneering internal and external communications. Ability to train, supervise, support, develop and guide talents.

***SKILL-SET***

• Strategy Planning • Senior Management Interaction • Pre-Opening / Opening Management • Revenue Enhancement

Budgeting & Forecasting • Food & Beverage Operations Management •Food & Beverage Marketing / Concept Development

Food Production Management • Training & Development • Business Development • Service Delivery Management

Customer Relationship Management • Cross Functional Team Coordination

***WORK EXPERIENCE***

**Cluster General Manager H&K Hospitality (Hanoi, Vietnam) (Jun 2017 – present)**

**Cluster General Manager, Makarem Hotels (Makkah, Saudi Arabia) Nov 2015 – May 2017**

**General Manager, Vinpearl Resort PhuQuoc (5\*) (PhuQuoc Island, Vietnam) Oct 2014 – Oct 2015**

**General Manager (different positions ) H&K Hospitality (Hanoi Vietnam) Sep 2010 – Sept 2014**

**Group Director – Operations, Qatar National Hotels Co (Doha, Qatar), Jun 2009 – Jul 2010**

**Vice President, Delverton (PhanThiet, Vietnam), Jan 2007 – May 2009**

**General Manager, Novotel Coralia Ocean Dunes & Golf Resort 5\*(Phan Thiet, Vietnam ), Aug 2003 – Dec 2006**

**Cluster General Manager, Novotel Ruwi 4\*/ Mercure Al Falaj 5\*(Muscat, Sultanate of Oman), Jun 1999 – Jul 2003**

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| **Highlights:**   * Cluster General Manager (operations) with H&K Hospitality (8 properties -1580 keys) from 4\* to 5\* * Cluster General Manager for 4 different properties (4\* and 5\* - 1,100 rooms) in different locations, in Saudi Arabia –   Makkah  In charge of rebranding the same 4 hotels, reorganizing teams, opening new F&B outlets as per geographical situation  of individual hotels as well as introducing new properties to Owners to develop Makarem Brand in the region and  internationally.   * Manage a 600 rooms and 100 villas resort with 1.200 staff with Vinpearl Phu Quoc 5\*– Vietnam . * Managed operational requirements and implemented strategic / business plans for 10 properties, ranging from 126 to   374 rooms, 3\* to 5\* stars, throughout Doha and Egypt as Group Director – Operations, Qatar National Hotels Co.   * Core member of the team involved in developing Merweb Brand (new branded hotel developed from top to bottom) * Represented the management in managing complex, cross-functional requirements for opening newly completed   establishments. Enhanced operational efficiency by implementing new reporting methods and streamlining  processes during tenure with Qatar National Hotels.   * Cluster General Manager for 2 properties 4\*and 5\* In Muscat – Sultanate of Oman |

***KEY RESPONSIBILITIES ACROSS CAREER SPAN***

**Managerial Activities**

* Spearhead key property issues including capital projects, customer service, and refurbishment, maintaining hotel budgets, and setting up other short- and long- term strategic goals for the property.
* Guide hotel General Managers in optimizing costs and enhancing revenue opportunities. Manage internal audits and implement various process improvement initiatives.
* Define and implement policies / strategies for accomplishing growth and profitability targets, sale promotional strategies including corporate public relations and promotional activities.

**Business Development**

* Enhance market penetration by setting up and managing new outlets / units based on projected business volume and other related factors.
* Reengineer business strategies based on collated market intelligence on competition and other changing market dynamics across areas of operations.
* Develop and maintain productive business relationship with existing clients and prospects for effectively closing identified business deals.

**Marketing & Brand Management**

* Conduct in-depth analysis of client business, market and consumer for implementing effective communication strategies to enhance market awareness.
* Evaluate/ align competitors’ communication activities and expenditure to organizational budgets to maintain competitive edge in the market. Design pitches for new business presentations.

**Operations & Team Leadership**

* Coordinate with concerned stakeholders for resolving guest complaints and service recovery process in compliance to organizational policies and procedures.
* Manage major property issues including capital projects, customer service and refurbishment. Resolve complaints and manage service recovery procedures.
* Manage activities related to preparation, presentation and accomplishing subsequent achievement of the hotel's annual operating budget, marketing and sales plan and capital expansion budget.
* Follow up with local authorities for obtaining documentations and related permits and licenses aimed at maintaining seamless operations.
* Focus on accomplishing monthly financial outlooks for Rooms, Food & Beverage, Admin& General. Enhance room yield and hotels revenue through innovative sales practices and yield management programs.
* Assess team performance and render productivity enhancement feedback. Groom and mentor potential leaders in the team to take up future leadership roles in the organization.

***EDUCATION***

* BTS Tourisme (Level)**,** Ecole Hotelliere de Strasbourg — Strasbourg, France,1991

***PERSONAL PARTICULARS***

* Date of Birth: 24th Sept 1967
* Languages: French, English, German, basic Russian and Arabic
* Nationality: French
* Marital Status: Married with 2 kids