



Salim Touma

Bucharest, Romania

Personal Details: August 2nd 1977

Lebanese, Male



General Manager / Pre-Opening & Business Restructure/Revenue Management Expert
15+ years' success in leading business restructuring, crisis management and generating revenue for multi-national hotel brands, such as Marriott International, Intercontinental Hotels Group, Dusit Hotels, and branded five star hotels within senior management capacity.

High aptitude to supervise, manage, and control regular and distressed business operations by improving overall business functions, managing budgets, developing strategic plans, creating policies, and achieving business goals. Proven track record of improving business revenue through property and operational process restructuring, overcome crisis, as well as establishing new business units within firm. Proficient in identifying business opportunities and monitoring financial activities as well as developing domestic and international sales and business development strategy. Skilled in maintaining effective working relationships with outside contacts, including the internal revenue service, external attorneys, public accountants, and government officials.

Career Experience

HOTEL GENERAL MANAGER (2022 to Present)
Hotel - Bucharest Romania

Grand Hotel Bucharest, Former Intercontinental
257 Rooms 5 Star Hotel

Grand Hotel Bucharest is iconic for its luxury). It is located in the heart of the city. The Hotel is a landmark for Bucharest, Romania. It was the city's first skyscraper of any real height, and for more than 30 years the tallest building of it.

DIRECTOR OF OPERATIONS, FAN VILLAGE PROJECTWORLD CUP 2022 (2022)

Al Emadi Enterprises

Doha, Qatar 8000 Rooms- 3 Fan Villages

- ◆ In-charge of setting up the overall operations of Al Emadi enterprises world cup fan village (3sites across Doha City with a total of 8000 accommodation units)
- ◆ Prepare all the operations standards, services and operational workflow
- ◆ Secure all the services subcontracts, laundry, catering, cleaning at competitive pricing which insures minimizing operational cost in a very high services demand period
- ◆ Set up the manning structure and insured reducing labour cost by creating a sustainable employment strategy and integrating 3 main components, part time employees, full time employment and internship which reduced the overhead burden
- ◆ Negotiated services contracts with multiple suppliers and ensured the highest quality services at reasonable cost.

PRE-OPENING GENERAL MANAGER (2020 - 2022)

Marriott International

PRE-OPENING GENERAL MANAGER (2020 - 2022) 200 keys Protea by Marriott Kotoka Airport, Accra, Ghana

- ◆ Prepared the critical path plan and setup the road map for the hotel opening.
- ◆ Conceptualized the hotel's operations.
- ◆ Prepared all SOE and FF&E list in accordance with the management company standards and procured all.
- ◆ Setup the hotel's operations infrastructure, IT, MIS and enforce the control measures.
- ◆ Prepared the hotel's pre-opening budget, manning guide and commercial action plan.
- ◆ Worked closely with the hotel's contractors, asset management, Hotel Owners, Hotel Management and prepared for takeover.

CLUSTER GENERAL MANAGER (2018 to 2020) RDK Group of Companies Dubai UAE

Worked for the UAE based domestic business operating in the sectors of tourism and hospitality and real estate development. My main responsibilities were to oversee the entire hospitality division, including but not limited to overseeing and reviewing with the owners the Renaissance Hotel Dubai performance.

CLUSTER GENERAL MANAGER (2018 to 2020) 450+ keys with over 350 Employees

- ◆ Secured a tour series contract benefiting three properties with over 5 million increment revenue in all three properties.
- ◆ Reduced expenses of 48% of the group through variety of cost cutting and productivity improving initiatives.
- ◆ Restructured the hotel organization chart and reduce overhead by 35% through aligning both the administration and sales functions.
- ◆ Contributed in establishing a centralized purchasing department, renegotiated all existing suppliers' contracts as well as reduced overall operational cost by 28%.
- ◆ Achieved a breakeven GOP in the first six months of own employment and 58% GOP in the first module of the year 2019.

GENERAL MANAGER (2013 to 2018) Donatello Hotel (132 rooms), Dubai, U.A.E

- ◆ Successfully converted 78 units' property from a stagnant hotel apartment to licensed four stars' hotel with 132 rooms, while keeping the hotel operational and guest accessible.
- ◆ Improved business revenue by 40 % by increasing the number of sellable units as well as food and beverage outlets.
- ◆ Enhanced the revenue by restructuring room sizes and space as well as extra rentable space and accommodation units.
- ◆ Reduced and controlled company expenses by restructuring the employees' positions and introducing a job combination structure, which resulted in cost reduction by 28%.
- ◆ Secured long-term guarantee advance purchase contract with over AED2M dirhams annually with an international tour operator.

GENERAL MANAGER (2011 – 2012) Coral Boutique Hotel Apartment, Dubai, UAE

- ◆ Introduced an outside catering service, which catered for Dubai Racing for two consecutive years as well as exchanged the long term contracts with short term businesses, which supported in increasing the ADR and yield.
- ◆ Achieved an ADR of AED580, the highest among all competitive set and achieved number 2 RGI.

- ◆ Refurbished the property in six months' record time and increased the online revenue contribution to 35% of the business.
- ◆ Grew the business revenue to AED1.5M annually by launching two Extra food and beverage outlets.

VP Sales and Revenue Management ▪ (2009-2011) Hospitality Management Holdings, Dubai UAE

- ◆ Managed the Revenue and Sales Department of 40+ Hotels and increased the Corporate Sales Business by 60 %. Generated 2 million USD Business in per Year
- ◆ Introduce the first of its kind 360-degrees E-commerce department and generates 1.2 million USD Online business in the first year.

Additional Experience

Director of Revenue Management (2007-2009) ▪ Dusit Thani, Dubai, U.A.E

321 Rooms, 5,Star Hotel, Dubai UAE

Cluster Revenue Manager (2005-2007) ▪ Intercontinental Hotels Group, Muscat & Salalah, Oman

Multi Property Role, 5 Star Oman

Revenue Manager (2002-2005) ▪ Crowne Plaza, Beirut, Lebanon

200 Rooms, 5 Star Hotel Beirut Lebanon

Highlights of Expertise

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| • Crisis Management | • Business Profitability/Growth |
| • Financial Management | • Operational Management/Restructuring |
| • Cost Reduction and Saving | • Online Sales and Marketing |
| • Contract Negotiations | • Staff Development Programs |
| • E-Commerce and CRM | • Problem Resolution |
| • Cash Flow Optimisation | • Pre-opening and re-opening Expert |

Career Accomplishments

- ◆ Restored profitability to non-profitable and underperforming private hospitality company by closing debt and restructuring business as well as securing long term lucrative deals.
 - ◆ Managed to restructure the manning of a group of hotels to cope with a financial downturn thus saved the business owners over 40% of overhead cost while maintaining the operations efficiency
 - ◆ Led the opening of hotel (253 rooms) with minimal working capital by accelerating business growth, while holding debt to minimal level, sharpening all areas of operations, and generating profit in first three months of operations.
 - ◆ Steered transformation and change of a struggling boutique hotel by rebranding and upgrading from a hotel apartment to a four stars' hotel
 - ◆ Directed the opening and operating of over 40 hotels for a large hotel management company, earning the appellation of being youngest executive in charge of the sales and revenue department.
 - ◆ Steered over 300% online revenue growth of a small company (HMH) to AED4.5M producing in just one year
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Education & Credentials

MBA, Business Administration (2019)

University of Liverpool, UK

Diploma

Ecole Hoteliere Dekwaneh, Beirut, Lebanon

Certificates:

- Finance for non-finance Financial Management
- Project Management
- Coaching & Mentoring Skills
- Steps Program
- Cash Flow Optimisation
- Revenue Management
- Pathways Program
- Consumer Behaviour
- Problem Resolution
- Advance Leadership
- Hospitality Asset Management

Other IT Skills :

- Graphic Design using adobe CS6
- E-commerce and Online Distribution
- 3D design using Sketch it
- Database Management
- HTML, CSS, Java, & PHP
- Web Design
- Microsoft Project Management
- CRM and Sales Force Automation
- Loyalty Management
- Various Hospitality Management Software (Finance, PMS, POS, FMC)