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Giovanni Merello

Management Motto	<i>“...I believe in Quality Service, shaped by passionate People. I train and manage ambitious Teams to constantly surprise Guests by materializing their dreams and exceeding their expectations. I guide them to lead the Market and set Unrivalled standards within the Luxury Hospitality field...”</i>
Personal Data	Italian National , born on the 4th of May 1976 (39 yrs) in Sardinia. Height: 188 cm. – Weight: 92 Kg. – Eyes: Green – Hair: Brown Engaged with German national, I have two daughters born in 2011 and 2014
Language Skills	Italian mother tongue. Fluent in written and spoken French, Spanish and English (C2 - IELTS 8.2) - German: Good understanding, Business conversational (B2)
Education	Classic Literature – Salesiani Institute Don Bosco, Cagliari Bachelor degree 1994 MBA in Hospitality by Oxford Brookes University 2002
Areas of Expertise	Pre-Opening - Strategic Marketing and Development - Guest Services - Sales & Distribution - Human Capital Management – Luxury Goods & Fashion Retail - Finance – Project Management – PR & Events organization and management – Private Membership Clubs (Business, Golf & Country Clubs) – Timesharing and Fractional Clubs
Personal Skills	Creative – Out of the box thinking – Extremely adaptive to local culture with global approach – Consultative and persuasive Management style – Front of House Leader – Sales & Guest Satisfaction Oriented – Aesthete & Perfectionist
Career summary	<p>An entire life devoted to serve international upscale clients worldwide with greatest success. Giovanni started his career in the Guests services dept. and through the customer service and Sales & Marketing depts. he has reached the executive management level. He has been working for both private luxury award winning properties such as Forte Village Resort, SHA Wellness Clinic and international luxury groups at Starwood Sheraton and St. Regis, Royal Karma Group or Grand Heritage Hotels International with which he spent the last four years managing their franchised project and services for some properties in Italy and Egypt.</p> <p>With 8 new openings and project management in Italy, Spain, Egypt and China, Giovanni has widened his knowledge and capabilities in creating business from scratch, identifying and selecting the right profiles and moulding the right people into the right job. He has always determined and achieved the correct product positioning, vision and philosophy to establish profitably in the market and allow ROI to ownership/investors.</p> <p>His unique proactive “front line” management style at all operational and executive levels, he has been granting him success and rewards by meeting top people of great business acumen which have allowed him to develop branding and market awareness for the company growth.</p> <p>A fairly interesting and extremely challenging experience was the one of Giovanni in the fashion industry as Director for Christian Dior Couture in Spain. Exclusivity at its utmost, niche marketing, PR and Events and excellence in Top VIP customers services are the fond principles and supports to the brand success and the extraordinary sales performance.</p> <p><i>The Art of making feel everyone Special and Unique whether is a Team Member or a privileged Guest is, and it has always been, Giovanni credo and his best tool to success.</i></p>



Jul.'15 – Presently
The Corner Berlin – Luxury Retail
www.thecornerberlin.de

Berlin, Germany

THE CORNER BERLIN

Quick Facts:

- 3 Stores with Flagship of over 800 sqm sales surface
- Over 50 brands in stock with more than 8'000 products
- Top brands management

Retail Manager

Reporting to: Ownership

Responsible for:

- Store Retail Operation
- Wholesale and Shoppers
- Human Resources and Training
- Product Launching and Promotions

Highlights and achievements:

The initial approach to the company's restructuring philosophy was to provide excellence in service and bring back the initial charming and luxury atmosphere at the stores. I have provided a strong managerial and methodical system to the operation as well as incomparable business sense in the team which has led to magnificent sales results.



Feb.'15 – Jun'15
Giardino di Costanza Luxury Resort
www.giardinodicostanza.it

Mazara del Vallo, Sicily



Re-Opening and Positioning (Former Kempinski)

Pre-Opening Consulting / GM – Task Force

Reporting to: Executive Board

Responsible for:

- Overall Resort Operation, F&B operation staffing and finance
- Budgeting, CAPEX and refurbishing planning
- Extensive Events and Catering Services
- FIT & luxury Sales

Highlights and achievements:

- Successfully re-positioning after management change-over from Kempinski
- Successfully achieved quality ranking and opening budgets
- Implementation of new 5*L standards in the company

Quick Facts:

- 94 Rooms & Suites
- 5*GL Resort (former Kempinski)
- 4 F&B outlets
- Extensive Meeting and Event up to 2000 pax
- 2,1000 sqm Medical Spa by Clarins



Aug.'13 – Jul. '14
Governor Amwaj Blue Beach Resort & SPA 5*
www.amwajhotels.com

Soma Bay, Egypt



Member of www.grandheritage.com

Area General Manager

Reporting to: Owning Company

Responsible for:

- Overall Resort Operation, F&B operation staffing and finance
- Budgeting, CAPEX and refurbishing planning
- Sales & Marketing, business planning
- Outsourced contracts, shops, excursions and activities

Highlights and achievements:

- Successfully leading the property back in the market after 2013 summer crisis
- Sensible increase in guests satisfaction and web reputation
- Increase GOP and optimizing revenues by 2013 ending (after summer crisis)
- New recruitment planning for SOP implementation and quality systems

Quick Facts:

- 371 Rooms 5* Resort
- 11 F&B outlets up to
- Animation and Entertainment
- Thalasso & Spa

Reasons for Leaving:

Management contract ending and birth of my second daughter back in Berlin



Quick Facts:

- 7 Hotels
- 900 Rooms 4* Resort
- 13 F&B outlets up to 2400 covers
- Animation and Entertainment
- 2000 sqm Thalasso & Spa

Reasons for Leaving:

Opportunities within the management company

Mar.'11 – Mar'13

Arbatax Park Resort 4*L

www.arbataxpark.com

Member of www.grandheritage.com (former)

Chairman of the Board & Complex General Manager

Arbatax, Sardinia



Reporting to: Owning Company

Responsible for:

- Overall Resort Operation for 7 hotels, 1800 guests and 500 employees
- Company growth, legal and finance, CAPEX and refurbishment plans
- Sales & Marketing, strategic & business planning
- Outsourced contracts, excursions and activities

Highlights and achievements:

- Commercial start-up on international markets previously missing
- +57% occupancy and +49% on total revenues_2011 vs 2010
- Creation on market niches (luxury, eco-friendly) and introduction of new Market clusters on wholesaler and international markets



Quick Facts:

- 2 Boutique Hotels of 110 rooms total
- 6 F&B Gourmet outlets up to 150 covers
- Beach and Outstanding SPA& wellness facilities

Reasons for Leaving:

Opportunities within the management company for a bigger sized and more challenging project

Nov.'09 – Mar'11

Hotel Riviera & Monteturri Luxury Retreat 4*L

www.monteturri.com

www.hotelriviera-carloforte.com

Member of www.grandheritage.com (former)

CEO & General Manager

Proudly re-positioned, managed and successfully brought to a profitable operation two outstanding boutique properties together with 2000 sqm. Thalasso SPA and individually operated and franchised to Grand Heritage Hotel

Carloforte and Arbatax



Highlights and achievements:

- Re-position of two boutique properties within the luxury international market
- +31% on total revenues 2010 vs. 2011 and 8% increase on GOP
- Refurbishment and contracting planning
- Increased GOPPAR by 11%



Quick Facts:

- 119 Rooms 4*L Resort
- 4 F&B outlets up to 350 covers
- Beach Club and bar
- Running and wellness centre

Reasons for Leaving:

Opportunities within the management company

March.'09 – Nov'09 **NEW OPENING**

Grand Avalon Sikani[®] Resort 4*L -

www.avalonsikani.com

Member of www.grandheritage.com (former)

General Manager

Reporting to: Managing Director EMEA

Responsible for:

- Liaison with architecture and interior design for concept and decoration specs
- Sales & Marketing, business planning
- Full Resort operation, HR, F&B, Front of House and maintenance

Highlights and achievements:

- Position property within the upscale luxury by creating a unique destination
- Match opening deadlines and pre-opening targets
- Excellence in guest satisfaction and 85% Av.Occ. throughout opening season

Gioiosa Marea, Sicily





Quick Facts:

- 28.000 sq.mt. 5-blocks
- 4 F&B outlets including: Japanese macrobiotics rest., fusion chill-out, open-air rest.
- 93 Luxurious suites ranged from 80 to 320 sq.mt.
- Wellness Clinic with over 1600 sqm. Built, 19 cabins and consultancy
- TCM and phytotherapy centre

Reasons for Leaving:

Opportunity to work with an International luxury brand

Apr.'08 – Mar.'09 **NEW OPENING**

SHA Wellness Clinic 5*L

www.shawellnessclinic.com

Director and pre-opening consultant, Member of the Board

Bahia de Altea,Spain



Reporting to: Chairman of the board

Responsible for:

- Interior facilities concept design and decoration specs
- Development, communication & marketing strategy
- Overall Pre-opening tasks and manuals, S&M plan, purchasing plans, budgets and forecast, master training plan, Standard of Operating Procedures
- Headcounts, budgeting and recruiting for over 120 staff and managers.

Highlights and achievements:

- Position property as leading Luxury Wellness Clinic in Europe based on Macrobiotic nutrition and rejuvenation programs
- Optimization of outlets and facilities service concept within schedule
- Strategy, feasibility and budgeting within time-frame
- Setting up the international Sales offices and and PR Reps / networking



Quick Facts:

- 22.000 sq.mt Club House
- 10 F&B outlets including: Japanese, Italian, VIP Chow Jo food, Organic Deli, Asian Fusion Gourmet
- 70 Luxurious Serviced Apartments within complex
- Executive Golf and Country Club

Reasons for Leaving:

Need of returning to Europe

May.'07 - Apr.'08 **NEW OPENING**

Asia Pacific International Club at Favorview Palace 5*L

www.favorviewpalace.com

Pre-Opening General Manager

Guangzhou,PRC



Reporting to: VP Kingold Hospitality Group

Responsible for:

- Interior design, hard and soft decoration specs, kitchen, F&B outlet, SPA and recreational facilities layout. E&M and technical assistance
- Sales & Marketing strategy and Membership sales, running of the operation
- Critical Path and Pre-opening plans: S&M, recruitment, purchasing plan, pre-opening budgets, 2008 operational budgets, training plan, SOPs

Highlights and achievements:

- Outstanding architectural e design improvements to the Clubhouse layout resulting in sensible costs reduction and operational flows optimization
- Strategic selection, hiring and training program for an extremely successful positioning and opening of the first Luxury Private Membership Club in city
- Conduct smooth hand-over from contractors and successfully accomplished opening deadlines within budget frame



Quick Facts:

- 4 Resorts with 489 hotel rooms & Gold Crown

Feb.'06 – May.'07

Royal Goan Beach Club (RGBC) 5*

www.kamaroyalgroup.com

Senior General Manager - Goa

Reporting to: Managing Director Royal Karma Group

Goa, India



Responsible for:

timeshare villas for over 1300 guests daily

- 6 Restaurants
- 7 Bars
- State of the Art SPA
- World class recreational facilities

Reasons for Leaving:
Company restructuring and new opportunities back in China

- Flagship resort management and operation, finance, food & beverage, human resources & training, budgeting & CapEx.
- Guests and Members resort services
- Liaison and coordination of information among Indian resorts in absence of M
- Liaison with club administration and sales division on quality and activities

Highlights and achievements:

- Met deadlines and objective on refurbishment of flagship resort villas
- Develop F&B concept and business with acquisition and creation of new outlets within and outside the resort
- Reduced utilities cost by implementing power-saving-plan
- Improved Guests and Members satisfaction to keep Gold Crown level and over 87% of service excellence in CRM
- Created a new MARCOM and design dept. within the group operation
- Created a training master development plan for employees with results of improving commitment, satisfaction and team performances
- +25% on commercial budget and F&B revenues
- Room division team awarded as RCI champion in Asia for quality operation and Members satisfaction



May.'04 – Feb.'06

The Empire Hotel & Country Club 5*GL

www.theempirehotel.com

General Manager Golf, Villas & Country Club

Reporting to: Managing Director

Brunei Darussalam



Quick facts:

- Ultra-Luxury Club House featuring: Bowling, Badmington, Squash, Gym and Cinemas
- 5 F&B outlets
- 60 Ultra-luxury Villas service management
- Floodlight 18h. Championship course by Jack Nicklaus
- Golf Academy and Driving range
- Ultra-luxury SPA with state-of-the-art full marble indoor pool
-

Reasons for Leaving:
Contract and position improvement within International luxury group

Responsible for:

- 18 holes courses management
- Club House management and Member's services
- Business and Marketing Plan, FF&E and CAPEX
- Annual Sales & Marketing plan
- Finance and Budgeting
- Recruiting and training
- Memberships strategy planning and advertisement campaign

Highlights and achievements:

- Implemented newly created Term/Charter-Membership plan to increase expats sales
- Improved Members satisfaction by over 87% of service excellence in CRM
- Increased Membership sales by 22% over 2005 year of management
- Increased visitors-guests green fees and golf activities by 12%
- Created a training master development plan for employees with results of improving commitment, satisfaction and team performances
- Created and managed a series of monthly events, golf tournaments for both Members, hotel Guests and invitees



May.'02 – Apr.'04
Christian Dior Couture Spain
www.dior.com
Director

Paris, Madrid

Dior

Quick facts:

- Woman fashion boutiques
- Jewelry boutique
- Men corners
- Over 40 sales people
- 6 M annual turnover
- Press and PR office
- Monthly Lux events

Reasons for Leaving:

Opportunity to go back to ultra-luxury hospitality world within Golf management in Asia

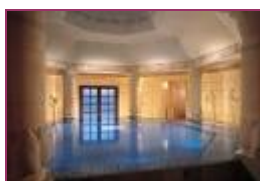
Reporting to: Chief Executive Officer Spain

Responsible for:

- Retail operation of two ladies boutiques and three men corners
- PR and local marketing office and activities
- Top notch Events planning and strategic partnerships
- High-end VIP clients services
- Photo & TV shooting, casting and modelling
- Merchandising and decoration

Highlights and achievements:

- Training on Luxury marketing and brand development
- Business development and local partnership to enhance brand recognition and profitability
- Sales training and improved customers satisfaction
- Improve database keeping and guest preferences cards
- +25% on Spain budget 2003
- Fine Jewellery successful launching and corner management
- Quality control system implementation



Sept.'01 – May.'02 **NEW OPENING**
The St. Regis Mardavall 5*L
www.stregismardavall.com
Club Director (Golf & Country Club, SPA)

Mallorca, Spain



Quick facts:

- 4700 sqm. State of the Art SPA Club
- La Prairie beauty clinic
- 5 Swimming pools,
- Son Muntaner Golf course management
- Son Vida Gol course management
- VIP SPA Suites
- Algotherr Thalasso

Reporting to: Area Managing Director

Position/Job Brief of Duties & Responsibilities:

- 36 holes courses management Son Vida (Members only) and Son Muntaner
- Business and Marketing Plan, FF&E and CAPEX for the new Altira Club
- Annual Sales & Marketing plan
- Finance management and Budgeting
- Recruiting and training
- Memberships strategy planning and advertisement campaign



Sept.'00 – Sept.'01
Excel Hotels & Resorts 5*
www.xlresorts.com
Corporate Director of Resort Activities & Guest Services

Tenerife, Spain



Quick facts:

- 4 Resorts, 5* stars
- 1300 units,
- 3500 guests daily
- 6 F&B outlets+Club
- Sports centre & SPA

Position/Job Brief of Duties & Responsibilities:

- Facilities and services P&L and Budgeting, Revenue forecasts
- Memberships strategy planning and advertisement campaign
- Guest service & activities planning, Guest Relations and Customer Care
- SPA & Health Clubs Operation
- Special Events , Golf Activities & Packages



Quick facts

Sheraton Sharm:

- 300 Rooms 5*hotel
- 430 Bungalows 4*
- 100 lux villas
- 8 pools
- 5 F&B outlets
- SPA & Thalasso

Sheraton Soma Bay:

- 312 Rooms 5*hotel
- 18h. Championship Gary Player Course
- 5 pools
- Private beach
- 3 F&B outlets
- Night club
- Water Sports & SPA

Sept.'98 – Sept.'00 **NEW OPENING**

Sheraton AIME Division

www.sheraton.com

Pre-Opening Management Team of
**Sheraton Soma Bay Resort 5* and
 Sheraton Sharm Hotel, Resort & Villas 5***

Soma Bay, Sharm El Sheikh



Director of Resort's Activities & Sales & Marketing Co-ordinator i/c of PR

Responsible for:

- Marketing for leisure contracted Italian & European markets
- Sales & Marketing Planning, in-house sales and marketing activities
- Revenue and yield management
- 18h. Gary Player design Championship Golf Marketing
- Guest Service Center
- Special Events & Live Concerts
- Sport & recreation, Beach Activities, Excursions, Water Sports & Diving Centre



Quick facts:

- 175 Suites
- 4 F&B outlets
- Beach Club

Apr.'96 – Sept.'98 **NEW OPENING**

Grand Hotel Sant'Elmo Beach Resort 4*L

www.hotelsantelmosardegna.it

Assistant Hotel manager

Responsible for:

- Resort facilities and services management (including F&B)
- Beach Club with Restaurant, Excursions, Water Sports & Diving Centre
- PR and Marketing for leisure contracted and self booking

Sardinia, Italy



Quick facts:

- 7 Resorts, 900 rooms
- Top class evening shows
- 5 diamonds award

May.'94 – Sept.'95 (seasonal contracts)

Forte Village Resort 5*

www.fortevillageresort.com

Guests Services and Events Coordinator

Responsible for:

- Banqueting, Special Events & Live Concerts
- Beach Activities, Excursions, Water Sports & Diving Centre
- Guest Activities and Guest Relations

Sardinia, Italy



Other Working Experiences

2008 – Quality and Controlling Survey at Coalco Group
 2007 – Development consulting for Kingold at the ChongHua Spring Golf Resort
 2006 – Destination Club Fractional project – Arco di Costantino Golf, Rome, Italy
 2006 - Pre-opening consultant - The Peninsula Club – ChengDu, Sichuan, China
 2003 – Golf Development Consultant – FCC Construcciones, Madrid, Spain
 1993- 1998 – Zunino S.a.s. then Omniservice Srl – Sales and Accounting (Family owned Co.) and Management training

Training & Skills

Starwood: P.R.O.G.R.E.S.S, SGSS, Leadership, Team Building, Train the Trainer, F&B + S&M training, Six Sigma programs

LVMH: Sales techniques, Advanced Marketing, Leadership, Luxury Management Systems, Managing People, Quality Management, Image and Positioning, Commercial Gemmology, Haute Horlogerie

Health & Security training, HACCP, First Aid and Labour risk prevention certifications

IT & Digital

Proficiency in all operating system MS-DOS based, full command of most of Microsoft applications, Windows, MS Office full pack. Graphic design, CAD, Corel Draw, Adobe Photo Shop. Over 10 years experience in IT (personal hobby)
Command of Fidelio, Opera and Micros as well as Protel

Excellent knowledge and command of online distribution channels, e-commerce and online business development as well as Social Media management for both branding and commercial purposes.

Hobbies and Preferences

Golf (hcp.6,8), Travel, Football, Information & Technology, Travel

Live Music, Opera and Concerts