

Curriculum Vitae

Male

D.O.B. 18 November 1969

Number of years working in industry:

20 years 10 months



Candidate ID Number: 11224

Nationality: Egyptian

Language Skills:

Fluent: English, Arabic

Good: German

Permitted to work in: Egypt

Position Sought: Regional Senior Manager, Spa Director

Personal Statement

I am a hands on, experienced hospitality professional with extensive skills in broad areas related to Spa, Recreation & Wellness, Pre-Opening, Projects Management- consultancy based as well as deliver turn key projects , I Lead People, I am effective Communicator in several languages, I poses excellent Quality Management skills, I am able to Recruit, Hire& Develop staff, I have excellent knowledge in Budgeting & as well as able to Manage healthy bottom line , I am passionate for the Customer, Able to keep professional relationships with the Owners and VIP's I possess strong Sales and Marketing skills as well as, Excellent knowledge of Spa Treatments, Nutrition, Fitness, Recreational and Kids activities

I have excellent knowledge and experience of the local & GCC market from my past three years experience in Doha, Extensive operations experience, With more than 12 years in a senior managerial level.

Ability to liaise in a collaborative manner with corporate office, owners & higher management, as well as with department heads, Local and international suppliers -

for that I would like apply as cluster SPA director or Operation spa director at KSA or any other country at gulf area

Employment History:

May 2012 - Present - Regional Senior Manager at (most recent employer hidden for confidentiality) Red Sea, Egypt, Germany, (5 Star Hotel Spa)

Duties included:

1. Financial planning, budgets, payroll
2. design the spa menus/programs
3. charge of product selection
4. maintain the budgets

Essential:

1. Ability to motivate and train staff
2. Ability to develop staff for future management growth
3. Ability to work cohesively with other departments & co-workers as part of a team
4. Payroll management skills
5. Revenue and expense management

6. Ability to schedule various services for individuals and large groups

7. Retail purchasing and inventory

8. Ability to focus attention on details

9. Flexibility in schedule

Products worked with:

In short, Premedion is a spa consultancy and management company within Deutsche Seereederei group. Premedion started to operate since 2004 from its headquarters located in Hamburg, Germany. has already brought more than seven years of SPA consultancy and management experience to the SPA industry, working with both Germany and international hotel groups as well as on standalone projects

My responsibility is Develop new Spa & Fitness projects within the Premedion portfolio encompassing Premedion GmbH / Germany Brand. Working with Architects, Consultants, Interior Designers and contractors to develop and conclude design process from space planning to selection of artworks and accessories. Recruitment, business plan execution, concept, menu selection, training, PR & Marketing, communications are daily requirements within pre-opening and existing operations. In addition to project development and implementation responsible for existing operations throughout the Middle East region to deliver enhanced facilities, services and return on investment.

October 2006 - May 2008 - Spa Director at Jazz makadi star, Hurghada, Egypt, (5 Star Hotel Spa)

Duties included:

Maintain complete knowledge of:

- i. Financial planning, budgets, payroll
- ii. Ability to perform all operational duties within division
- iii. All hotel features/services, hour of operation
- iv. All spa services and products
- v. Fitness programs, pool, tennis
- vi. Salon
 - Budget:
 - Daily/Weekly and Monthly budget management
 - Maintain guidelines of budget

Meetings:

Attend the following meetings in coordination with the Spa Director

- Executive Committee
- Departmental
- Pre-Con and Post Con meetings to maintain MERV standards
- Weekly Staff meeting (Operations)
- Quality
- Line-ups

Maintain the Serena Spa standards with all staff

Products worked with:

indian product + local products

Career Break - start privet bussiness

January 2000 - July 2005 - Spa Director at Hyatt regency Sharm el sheikh, sharm el sheikh, Egypt, (5 Star Hotel Spa)

Duties included:

- Direct operations of facility including short and long range strategic planning so that the facility operates cost effectively and efficiently.

- Assist in positioning and monitoring of the facility's business relationship with food and beverage. Insure a harmonious business fit.
- Manage, train, and motivate all personnel reporting to this position.
- Serve as a catalyst to Sales & Marketing, Fitness Centre, and Body Technician, Facility Operations, Aesthetics, Beauty Salon and Boutique operations.
- Ensure effective communication amongst all departments within the hotel.
- Meet with group meeting planners to show spa facility and programmes as required.
- Promote and sell customised spa programmes to conference groups as required.
- Tour prospects.
- Provides and is responsible for the professional delivery of all information on the telephone and in person to all potential members.
- Promote spa and salon beauty packages.
- Assist in the implementation of 12 month market strategies and new business and market identification.
- Assist in the Implementation of 12 month public relations programme i.e.. Calendar of events.
- Work efficiently with Hotel Public Relations in all aspects of spa promotions and media as required.
- Work with advertising and promotion as required.
- Work with Hotel & Regional Sales and Marketing as required.
- Maintain thorough knowledge of competitors, including location, product offering, pricing, and promotions, including sales techniques.

Administration and implementation of staff training in all aspects of the Spa's operations i.e. Business telephone usage, Guest relations, Spa services (massage, loran, facial, etc.), Retail sales...

Achievements: Cross the budget for Recreation Department for 2004 with 650000L.E

Reason to move on: New challenge out side Egypt

Products worked with:

defrant international products

Education and Qualifications:

1995 Suez Canal University, Port Said

Diploma of Physical Education - Sports Injuries

1992 Suez Canal University, Port Said (Bachelor of Physical Education)

Vocational Qualifications

- 11/2009 The professional management training in service excellence by (IDI)

International Development Ireland & Egyptian Tourism federation

11/2004 Stone Therapy training at the Hyatt Regency Sharm El Sheikh

By "Johann Wolfgang University, Sport Medicine Department, Germany".

04/2004 Life saving and First aid training courses at the Hyatt Regency Sharm Sheikh By "The International Lifesaving Federation".

06/1998 Fitness Centre Management, Medical Massage, Fitness, Water Gymnastic and Food Reflexology training courses at the Hotel Sofitel by "Astron Resort Hotel - Germany".

05/1996 Rehabilitation & Medical Massage course by "Saint John Sports Medicine, Canada

01/1995 Massage Therapy Certificate by "Olympic Academy for Sports Leader, Cairo, Egypt

Hobbies and Interests

As a matter of introduction, my name is Sherief Ahmed and I am a Spa Development Director - Middle East for Premedion Germany Spa Management & Consultancy Company with 19 years' experience in Spa business. In short, Premedion is a spa consultancy and management company within Deutsche Seereederei group. Premedion started to operate since 2004 from its headquarters located in Hamburg, Germany. has already brought more than seven years of SPA consultancy and management experience to the SPA industry, working with both Germany and international hotel groups as well as on standalone projects.

In 2010, Premedion established a joint venture company and opened a new offices in Riyadh, Kingdom of Saudi Arabia and Doha, Qatar. I succeeded to manage 12 projects in the region. Egypt, KSA, Qatar, Oman, Maldives, China and Sri Lanka

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I have worked in Canada, Germany and Egypt for 19 years. I can speak English Arabic and German too. As is out in my C.V attached

Please don't hesitate to contact me for further question,

Sherief Moshref

CV created at www.spastaff.com

