

# Curriculum Vitae

**Male**

**D.O.B. 01 January 1972**

**Number of years working in industry:**

**25 years 9 months**



**Candidate ID Number:** 14085

**Nationality:** Canadian, Egyptian

**Language Skills:**

Fluent: English, Arabic

Basic: French, Italian

**Permitted to work in:** Egypt, Canada

**Position Sought:** Spa Consultant, Regional Senior Manager, Spa Director, Spa Manager

## Personal Statement

Responsible for the day to day management of the spa's treatment rooms, the gym and spa facilities. I possess excellent communication skills and highly organised individual with the ability to manage busy operation. The Spa utilises a range of high end luxury products and I also possess a strong background ideally in beauty and massage therapy disciplines. Managing a team of up to 45 associates, I'm an individual who can inspire and motivate the team to achieve results. A commercial focus to ensure the Spa meets and exceeds revenue expectations is a primary focus of my role.

Seeking work in Canada, Egypt, International Locations and Cruise Ships

## Employment History:

**April 2016 - Present - Regional Senior Manager** at (most recent employer hidden for confidentiality) Alexandria , Egypt, (5 Star Hotel Spa)

**Duties included:**

- Over looking 4 different Spas within the Middle East.
- Directly managing 2 large Medical Spas in Alexandria, Egypt.
- One Spa is 6000 m2 with 5 large departments concepts ( Physiotherapy and rehabilitation, Pampering, Medical Beauty, Pampering, Weight Management with Detoxification and Fitness.
- Within both Spa in Alexandria I am managing at least 75 Staff Members and HODs.
- At least 12 expats from all over the world in both Spas.

**Products worked with:**

- Anne Semonin
- Wiregans
- Alessandro
- Zaganon

**February 2013 - March 2016 - General Manager** at International Fitness Club, 6th of October City, Cairo, Egypt, Egypt, (Health Club)

**Duties included:**

- Implemented best quality of services with excellent members and guests satisfactions.
- Opened to new other spas with in Egypt with large variety of spa treatments as well as Cryo and cavitation treatments.
- Increased budget by 33% within a year from being hired.
- Added many new other services and classes to the international Fitness Club and Spa.
- Always in line with budget whilst saving in expenses.

**Products worked with:**

Anne Semonin, Jeanne Habashi and other Egyptian Local products (Harraz, Zaganon, Nefertari and Kute).

**March 2012 - January 2013 - Spa Director** at Four Seasons Cairo at Nile Plaza, Cairo, Egypt, (5 Star Hotel Spa)**Duties included:****Managing Spa Operations and Budgets**

- Selects vendors for spa retail operations and managing contract agreements.
- Oversees retail product research, product selection and purchasing, product display.
- Manages supply inventories and purchasing control, including uniforms.
- Monitors the spa's actual and projected sales to ensure revenue goals are met or exceeded.
- Maintains cleanliness of spa and related areas and equipment.

**Managing Spa Sales and Marketing Strategy**

- Creates and coordinates special services for groups including group gifting programs, group amenities, group turndown gifts, letters and invitations, creating special spa services for specific groups and spa contract addendum negotiation.
- Develops and Manages spa promotions including gifting programs, gift with purchase, co-op marketing efforts and holiday events.
- Ensures spa services are included in all property-related marketing and advertising.
- Identifies and recommending new products and product enhancements to remain competitive in the market.

**Managing Spa Revenue Management Strategy**

- Monitors and Manages the payroll function.
- Manages areas of operation to budget by reviewing operating statements, budget worksheets and payroll progress reports.
- Manages Spa controllable expenses such guest amenities, linen expense, professional salon products, plants, decorations and paper supplies to achieve or exceed budgeted goals.

**Ensuring and Delivering Exceptional Customer Service**

- Displays leadership in guest hospitality, exemplifying excellent customer service, and creating a positive atmosphere for guest relations.
- Empowers employees to provide excellent customer service.
- Strives to improve service performance.

**Conducting Human Resources Activities**

- Reviews comment cards, guest satisfaction results and other data to identify areas of improvement.
- Reviews findings with employees to develop appropriate corrective action, sharing plans with property leadership and ensuring corrective action is taken to continuously improve results.
- Interviews and hires management and hourly employees with the appropriate skills to meet the business needs of the operation.
- Develops, implements and maintains a Spa orientation program for employees to receive the appropriate new hire training to successfully perform their job.
- Administers the performance appraisal process for direct report managers.
- Develops business goals and creates appropriate development plans.
- Establishes and maintains open, collaborative relationships with employees and ensuring employees do the same within the team.
- Solicits employee feedback, utilizes an "open door" policy and reviewing employee satisfaction results to identify and address employee problems or concerns.
- Ensures that regular on-going communication is happening in all areas of responsibility to create awareness of business objectives and communicates expectations, recognizing performance, and producing desired business results.
- Celebrates successes and publicly recognizes the contributions of team members

**Products worked with:**

Algotherm, Daniala Stainer, Phytomer, OPI, Jeanne Habashi and other Egyptian Local products (Harraz, Zaganon, Nefertari and Kato).

**October 2005 - February 2012 - Spa Director** at Hyatt Regency Sharm El Sheikh, South Sinai, Egypt, (5 Star Hotel Spa)

**Duties included:**

- Through consistent staff training, motivation and evaluation programs, successfully maintained high standards for Guest Satisfaction Tracking System.
- Successfully operated and managed new large spa and recreation facilities within Hyatt regency Sharm El Sheikh by the Red Sea in Egypt. Developed the business and was responsible for staffing, guest relations, sales, financial accountability and purchasing.
- Launched and successfully led renovations and resort expansion projects which included spa facilities, beach, seven swimming pools, five tennis courts, tow squash courts, large kid's club, play ground and public area. Resulted in consistent sales and profit increases.
- Established and implemented cost control systems resulting in a 20% increased profit.

Demonstrated quick, calm, proactive abilities during a major disaster and rescue operation resulting in recovered sales profits by maintaining extraordinary guest and staff relations.

- Successful in hands-on training for large variety of spa treatments and developing staff across all levels.
- Maintain Hyatt Spa Operation Procedures and ensure compliance.
- Control ongoing service and product margin analysis to ensure profitability.
- Develop procedures for accurate inventory control and monitoring.
- Develop and maintain Spa literature, documentation and process handling requirements.
- Attend Hyatt training and convey all relevant information throughout the Spa.
- Strong Computer skills and Microsoft Office aptitude.
- Well developed abilities in spa/recreation operational development, budgeting and purchasing within the framework of multi million dollar facilities.
- Excellent ability to learn new tasks well with a great attitude.
- Fluent in English and Arabic.

**Products worked with:**

Decleor, Jeanne Habashi and other Egyptian Local products (Harraz, Zaganon, Nefertari and Kute).

**February 2002 - September 2005 - IT Consultant** at Agricore United, Winnipeg, Manitoba, Canada, (Product Company)

**Duties included:**

Providing Technical support to all Information System departments and customers within Agricore United company.

**Products worked with:**

NA as I was working in the IT field.

**June 1999 - July 2001 - Spa Manager** at Hilton Hurghada Resort, Hurghada, Red Seas, Egypt, (5 Star Hotel Spa)

**Duties included:**

Was responsible for day to day operation of all the Recreation facilities and the Spa.

## **Products worked with:**

All Egyptian local products (Harraz, Zaganon & Nefertari).

## **Education and Qualifications:**

**2015**

**2002 Success Business College, Winnipeg, Manitoba, Canada**

Network Administrator and Computer Operator Diploma, 2001 - 2002

**1993 University of Helwan, Cairo**

BACHELOR OF PHYSICAL EDUCATION (Honors) 1989 - 1993

## **Vocational Qualifications**

Harvard Manage Mentor/Plus: Becoming a Manager Certificate, Budgeting Certificate, Finance Essentials Certificate, Focusing in your Customer Certificate, Giving and Receiving Feedback Certificate, Managing Workplace Stress Certificate and Making Business Decisions Certificate 2006 - 2007

CompTIA A+ Certified Professional 2002

Microsoft Certified Professional 2002

Certified Novell Administrator 2002

Resistance Training Certificate The Training Firm, Winnipeg, Canada 1999

Cardio-pulmonary Resuscitation (C.P.R) Certificate and Standard First Aid Certificate, St. John Ambulance Winnipeg, Manitoba, Canada, 2007

## **Hobbies and Interests**

Swimming, Soccer, Tennis, Squash, Volleyball, dance, reading, chess and Marathon.

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