

JURGEN BAUMHOFF

Contact:

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(Dubai)
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(Australia)

Year of birth:

1952

Nationality:

German &
Permanent Resident of
Australia

Education:

Bachelor of Science
in Hotel, Restaurant
and Catering
Management, Hotel
Academy
Munich, Germany 1976

Management Apprenticeship
as Hotel Expert, Certified
Profession Title, Hotel
Vier Jahreszeiten Kempinski,
Munich, Germany 1973-1976

Languages:

German (native speaker)
English (Fluent spoken &
written)
French (Fair spoken and
written)

Software:

Microsoft Office
(MSWord, Excel, Power-
Point)

CURRICULUM VITAE



Personality & Leadership Profile

- Articulate, controlled, diplomatic and persuasive.
- Passionate for details and passionate for people.
- Experienced public speaking skills
- Role model to employees by sharing success methods and road to success.
- Highly organized, versatile and ambitious
- Strong work ethic, never giving up, never settling for anything less than one's best.
- Persistent, meticulous, articulate, endless in discoveries of methods by which to accomplish success.
- Persistent through crises and strong adversaries.
- Compassionate and understanding.
- Highly flexible and the ability to change and lead change.
- Positive and optimistic outlook on life.
- Excellent relationship builder/ owner's relations.

Work History

11/2011 – 08/2012 - EMAAR HOSPITALITY GROUP, Dubai, United Arab Emirates
Chief Operating Officer

Responsible for the hospitality properties in operation (2,740 keys, USD 272 mill annual turnover), their enhancement, trading performance, asset quality, service delivery and strategic development.

Involvement and contribution with new hotel development from pipeline stage of any project, through to operation and optimal profitability during the life of the asset. Key milestones include defining concept, development brief, business plan and selection, negotiation and appointment of the operator.

Sourced and negotiated 2 management contracts for a Luxury Tented camp in Masai Mara, Kenya (opening late 2013) and 200 room/200 residences Hotel Project in West Bay Doha, Qatar (opening 2015)

04/2010 – 11/2011 – INTERNATIONAL HOTELS ESTABLISHMENT, Manama, Bahrain
Chief Executive Officer

- Responsible for asset management, owner representation/operations and development of new projects. Current business units include The Ritz Carlton Bahrain Hotel & Spa, The Regency InterContinental, The Trader Vics Restaurant, The Bushido Restaurant (George V Paris), The Sail Tower (Service Apartments), The Rasafa Tower (Service Apartments), Sehab Executive Tower (Office Tower), New Hotel Development in Bahrain Financial Harbour. Current involvement with Bahrain owned properties in Bangkok, the Siam Kempinski and Sofitel Sukhumvit.

**03/2008 – 03/2010 - SEMIRAMIS INTERCONTINENTAL, Cairo, Egypt IHG
General Manager**

Key achievements:

- Developed 3-year strategic plan approved by IHG and the Owing Company for the repositioning of the hotel in the market.
- Moved the hotels overall RGI position (STR Global) from 3 out of 5 to 1 out of 5 position within its competitive set.

**05/2007 – 02/2008 -ONE STEP BEYOND WORLDWIDE, Hospitality Partners, Western Australia
Founder & Managing Director**

- Managed own Consulting Business with key focus on Resort & Spa Development. Assisted Six Senses Resorts & Spas in identifying suitable locations for the development of a unique Eco Resort and Destination Spa. Developed close relationships with Tourism Western Australia and the Department of the Indigenous Community to identify a unique resort theme that represents the heritage and the aboriginal community of Australia.

**02/2003 – 03/2007 –QATAR NATIONAL HOTELS COMPANY, Qatar
Chief Executive Officer & Board Member**

Responsible for the asset management and operations for the following QNH owned and managed properties:

- Sheraton Doha Hotel & Resort
- Doha Marriott Gulf Hotel
- The Ritz-Carlton, Doha
- Mövenpick Hotel Doha
- Sealine Beach Resort (Owner operated Hotel)
- Doha Club & Catering (Owner operated private Club)
- Al Saad Merweb Hotel (Owner operated brand)
- Sharq Village & Spa (managed by Ritz Carlton Co.)

**01/2002 – 02/2003 –INTERCONTINENTAL HOTELS & RESORTS, London, U.K
Regional General Manager**

Responsible for:

- | | |
|------------------------------|----------------|
| • InterContinental London | Hyde Park |
| • Churchill InterContinental | Portman Square |
| • Mayfair InterContinental | Mayfair |

General Manager of the InterContinental London, and regional responsibilities for the 3 properties in Central London, comprising of 1,200 rooms/approx. 1000 employees, annual turnover/revenue exceeding Pound Sterling 80 Mill.

**10/1999 – 01/2002 –CHURCHILL INTERCONTINENTAL LONDON, Portman Square, London
General Manager**

- Responsible for the management of this 445 rooms 5-Star deluxe property in the heart of Central London W1. Annual revenue in excess of \$ 48 Mill, with a profit margin (GOP) of 54%.

**06/1998 – 10/1999 – BASS HOTELS & RESORTS, David InterContinental Tel Aviv, Israel
General Manager**

- Directly responsible for the pre-opening/ opening and ongoing management of this 600 rooms 5-Star deluxe property in Tel Aviv.

**04/1996 – 06/1998–BASS HOTELS & RESORTS, Forum by InterContinental Munich, Germany
General Manager**

- Directly responsible for the successful re-branding of the former Penta Hotel to the new Forum Brand. This 600 rooms property with 2 restaurants/bars achieved annual revenue in excess of DM 28 Mill.

**08/1994 – 04/1996–BASS HOTELS & RESORTS, Crowne Plaza Hotel Terrigal, NSW Australia
General Manager**

- Directly responsible for the management of this award-winning deluxe conference/resort hotel on the Central Coast/NSW just 80Km North of Sydney.

**09/1990 – 08/1994–BASS HOTELS & RESORTS, Holiday Inn Golden Mile, Kowloon, Hong Kong
General Manager**

- Directly responsible for this 600 rooms property with an annual revenue in excess of US\$ 50 Mill. During my tenure in Hong Kong, I received several achievement awards both from the company, as well as from the owning company.

**11/1989 – 09/1990–HOLIDAY INN WORLDWIDE, Holiday Inn Times Square, QLD, Australia
General Manager**

- Responsible for the opening of the 285 room core-brand hotel in the business district of Brisbane. Just before completion of the property, the owning company/development firm went into receivership, and the hotel was never completed. In September 1990, Holiday Inn Worldwide withdrew the management contract. I was posted back to Hong Kong.

**06/1987 – 11/1989–HOLIDAY INN WORLDWIDE, Golden Mile, Kowloon, Hong Kong
Resident Manager**

- Assisted the General Manager in the overall operation of this 600 rooms property in the heart of Kowloon/Hong Kong.

**03/1985 – 06/1987–KEMPINSKI HOTELS S.A, Hotel Vier Jahreszeiten, Munich, Germany
Hotel Manager**

- Responsible for the overall day-to-day operation of this 5 star deluxe, 365 room hotel in the heart of the city centre of Munich, a member of the Leading Hotels of the World.

01/1980 – 02/1985–Pieroth Weingut-Weinkellerei GmbH

Germany's largest wine producer with worldwide sales offices.
Held the following positions:

- Pieroth UK Ltd. London
Sales Manager (Jan 1980 – Dec 1980)
- Pieroth Hong Kong Ltd.
Director of Sales (Jan 1981 – Dec 1982)
- Pieroth Singapore/Malaysia Pty Ltd.
Regional Director of Sales (Jan 1983 – Feb 1985)

**09/1979 – 01/1980–BLATZHEIM BETRIVE GMBH, Restaurant Chain, Cologne, Germany
Deputy Restaurant Manager**

- Responsible for the operation and service of the “Bastei Restaurant”, one of Cologne's most prestigious fine dining restaurants.

**01/1978 – 08/1979–HYATT INTERNATIONAL, Hyatt Regency Hotel Singapore
Assistant Food & Beverage Manager**

- Responsible in assisting the Food & Beverage Manager in the overall operation of 4 restaurants, 2 bars and 8 banquet rooms.

**02/1976 – 05/1977–HOTEL LE RICHEMOND, Geneva, Switzerland
Front Office Receptionist
Food & Beverage Controller**

**01/1973 – 01/1976–KEMPINSKI HOTEL S.A, Hotel Vier Jahreszeiten, Munich, Germany
Hotel Management Trainee**

Key Achievement Highlights (1973 – 2003)

- Developed motivational workshop and launch program to drive change and re-engineer the organization (Holiday Inn Golden Mile- Hong Kong 1990- 1994)
- Set-up Import & Distribution network for premium wines in Hong Kong, Singapore and Malaysia. (Pieroth Ltd - 1981-1985)
- Through persuasive reasoning, initiation and supervision of complete hotel renovation and market repositioning exercise, with an investment of HK\$ 400 million. (Holiday Inn Golden Mile - Hong Kong 1990-1994).
- Successful negotiations and 5-year contract award as ‘Official Caterer’ for the Hong Kong Stadium (yearly venue for Rugby Sevens).(Holiday Inn Golden Mile Hong Kong 1990-1994)
- Oversee Hotel Openings – Brisbane, Australia (1989), Tel Aviv, Israel (1999).
- Hotel Re-branding and Conversion – (Penta Hotel Munich, Germany (1997) Ownership IHG.
- Elected Member of the Board of a Tourism Organization, NSW/Australia (1995)
- Tourism Award for best Hotel in NSW/Australia- Crowne Plaza Terrigal (1995)
- Preparation and development of Master Renovation Plan for 2 Hotels in the amount of Pound Sterling 98 million. (IHG London, UK. 2000 – 2002)

- Member of the Organizing Committee for a successful World Travel & Tourism Summit (WTTC) – (Qatar 2004)
- Member of the Advisory Committee for the Arab Hotel Investment Conference. (Dubai 2005/2006/2007). Panel Speaker in 2005.
- Award of ‘ Paul Harris Fellow ’ by Rotary International (London 2001)
- Successful outsourcing and new restaurant development ‘ Locanda Locatelli ’ (Michelin Star Restaurant) at the Churchill IHC London. Chef Giorgio Locatelli is now one of the most well known Chef and TV Chef personality in the UK.
- David InterContinental Tel Aviv, Israel- achieved rank 22 in the Top 100 Hotels rated by Institutional Investors Magazine.

Other Professional Activities:

Panel Speaker at International Conferences, i.e. 1st Arab Hotel & Investment Conference (May 2005 Dubai), World Tourism Day – National Tourism Conference (27th September 2005, Doha/Qatar), Panel Speaker at AHIC Dubai May 2012.

Regular Attendance at international conferences and trade fairs, i.e. ITB, ATM, WTM, World Travel & Tourism Conference in Portugal 2003 and Qatar 2004.

European Hotel Investment Conference, Berlin 2004. Arabian Hotel Investment Conference (AHIC) Dubai 2005/2006/2007/2010. Australian, New Zealand & Pacific Hotel Investment Conference (ANZPHIC), Sydney 2007.

Courses Attended:

Cooking Course Certificate
Swiss Hotel School, Lucerne, Switzerland

Certified General Manager Certificate Course
Holiday Inn University, Memphis, Tennessee, USA

Train the Trainer
Time Management
Managing Training
Behavioral Interviewing Techniques
Managing & Marketing in a Dynamic Environment
School of Travel Industry Mgmt – University of Hawaii

Finance for Non-Financial Managers (Dun & Bradstreet)
Meeting the Challenge of Change
Corporate Development Workshop by John Amatt

The Choice is Yours & Major Life Skills
Corporate seminar by Charles Donoghue

The 7 Habits of Highly Effective People
First Things First
Principle Centered Leadership
Corporate seminar by Steven R. Covey, (Covey Leadership Center)

International Graduate School of Management (University of South Australia).
Enrolled in the studies for an MBA for the International Hotel Industry, through distant learning. After 14 months, did not complete studies due to employment transfer to Germany.

Landmark Forum – Curriculum of Living – November 2007

Senior Leadership Program (SLP 3) by PDI International – September 2009 London
Personal Branding for Senior Executives > 1 week course > EHDL Ecole Hoteliere De Lausanne (February 2009)

References

J.T. Kuhlman – President ‘One & Only’ Resorts (former President InterContinental)
John Wright – President InterContinental Europe (retired)
Henry Taic – Owner David InterContinental Tel Aviv
John Rea – Personal Advisor to H.E. Sheikh Hamad Bin Jassim Bin Jabor Al Thani
(1st Deputy Prime Minister & Foreign Minister- State of Qatar)-
John Amatt – President One Step Beyond Worldwide (Motivational Speaker)
Jean-Claude Baumgarten – President World Travel & Tourism Council

*references available upon request.