

Walter Menezes

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PROFILE

A skilled, focussed and results driven hotel executive with more than 25 years in the hospitality industry, Walter has been rewarded with senior leadership roles. With a background in national and international sales Walter has a reputation among his colleagues and industry peers as a polite, professional hotelier who delivers.

Walter displays an exceptional understanding of international sales strategies and cross-cultural environments. He is resourceful and a mentor to his peers and staff alike. All who work with him find the task easy and are in turn driven to perform more efficiently and effectively.

Through experience Walter is able to supervise high performing teams, oversee staff, maintain quality control and manage operations. He has a track record of boosting sales, exceeding targets and initiating goal-setting to build a result-driven organisation, without compromising customer satisfaction.

Walter has outstanding skills in communication, customer service and client-relationship management.

EXPERIENCE

Chief Marketing Officer

MMIS LLC (www.MMIS.co)

Jun-17 to Present
Muscat, Sultanate of Oman

Worked on a short term project to develop a mid-range brand to the Oman market.

- ✓ Developed a hotel marketing strategy for mid-range hotel management company.
- ✓ Continued the earlier work for MMIS (see below).

General Manager

Ramee Guestline Hotel, Qurum (www.rameehotels.com)

Sep-16 to Jun-17
Muscat, Sultanate of Oman

Four-star hotel, 90 rooms, three restaurants, two lounges, swimming pool and health club.

- ✓ Delivered > 75 percent occupancy in rooms, with ARR 20 percent higher than the competitive set.
- ✓ Liaised with local tour operators for ongoing GIT business.
- ✓ Maintained direct contact with a core network of corporate clients that are the mainstay of the business.
- ✓ Assumed direct control of online marketing activities through various mediums.
- ✓ Reported in detail on operational and financial performance and competitor analysis.
- ✓ Prepared and implemented hotel marketing strategies and brands for mid-range hotels.

Marketing Advisor

MMIS LLC (www.MMIS.co)

Aug-16 to Sep-16
Muscat, Sultanate of Oman

Worked on a short term project to develop and deliver a mid-range brand to the Oman market.

- ✓ Identified and developed tourism business opportunities e.g. medical tourism, summer language classes etc.
- ✓ Planned, developed and coordinated marketing efforts for a range of new hotel and restaurant brands.

Director of Business Development

City Seasons Hotel (www.cityseasonshotels.com)

Jul-12 to Jul-16
Muscat, Sultanate of Oman

Four-star business hotel. 334 rooms (including 23 suites and 65 apartments).

- ✓ Headed the team of sales, marketing and public relations.
- ✓ Achieved consistent growth and an excellent GOP of better than 50 percent on a year on year basis.
- ✓ Assumed direct responsibility for the online marketing of hotel, including the strategy for Online Travel Agents.

Group Director of Sales -

Al Nahda Resort & Spa (www.alnahdaresort.com)

Dec-07 to Jun-12
Muscat, Sultanate of Oman

Five-star full service resort. 149 rooms, two restaurants and lounges, Spa and Wellness Centre.

- ✓ Produced a 60 percent increase in sales in the first year and 20 percent increase in years 2 and 3.
- ✓ Launched and promoted the property through trade shows, magazine advertisements,
- ✓ Opened sales representative offices in key markets.
- ✓ Guided corporate strategies for development in sales and marketing.
- ✓ Developed promotional opportunities to increase income generation and sales.
- ✓ Directed and maintained a \$500,000 marketing budget.
- ✓ Raised occupancy from 40 to 70 percent in two years.

Group Sales & Marketing Manager , Muscat

Ramee Guestline Hotel, Qurum (www.rameehotels.com)

Jun-06 to Nov-07
Muscat, Sultanate of Oman

- ✓ Launched the hotel as a flagship property of Ramee Group in Oman.
- ✓ Successfully launched the Signature restaurant and lounge.
- ✓ Launched Rock Bottom Café in the market in Nov-06. A leading and highly profitable café and lounge.

AWARDS

- ✓ 2014 Best Luxury City Hotel by World Luxury Hotel Awards.
- ✓ 2015 Best Luxury Family Hotel by World Luxury Hotel Awards.
- ✓ 2015 Best Hotel Oman by Hotel of the Year Awards, held at Budapest.
- ✓ 2016 Luxury Business Hotel of the Year – Oman, awarded by Luxury Travel Guide, Global Awards.

SKILLS/STRENGTHS

- ✓ In business: Provide the guest with a lasting impression through the provision of comfort and pleasure.
- ✓ Core beliefs: Under-promise and over deliver, MBWA (Management By Walking About).
- ✓ Personally: Be organised and diligent, and every hurdle can be passed.