

MAXIME T.J. AMMERLAAN

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Based in the Netherlands

CHARACTERISTICS

Hands-on - Ambitious - Dedicated - Performance, process & Results oriented - Strategic - KPI oriented, Hotel management Professional

SKILLS

Operations management – Planning & Execution – Profit & Loss management – Team building & Team development – Strategic management – Organizational structures & cultures – Marketing strategies – Crisis management – Employee performance management – Customer experience journey development – Increasing customer satisfaction – Hotel exploitation & owner relations – Pre-opening – Hotel systems atomization – Revenue management – Concept development – Guiding owner, hotel brand & operator successes together

REFERENCES

Available upon request

Maxime T.J. Ammerlaan

HOTEL & HOSPITALITY BUSINESS EXPERT

PROFESSIONAL EXPERIENCE

- 2022, April – Present

Maxstars – Hotel & Hospitality Business Experts, Founder. Maxstars.nl

- 2020, January – 2022, April

Strandhotel, Hotel manager. Cadzand-bad, the Netherlands

- 2019, May – November

Aloft City Centre Deira, Assistant B&F Manager. Marriot International - Dubai, United Arab Emirates

- 2018, April – 2019, May

Alof City Centre Deira, Outlets Manager. Marriot International – Dubai, United Arab Emirates *(hotel opening)*

- 2016, September – 2018, April

Sheraton Mall of the Emirates Hotel, Vita Futura – (was Starwood) Marriot International – Dubai, United Arab Emirates

- 2015, April – 2016, May

Intercontinental, Management Trainee & Assistant Outlets manager IHG – San Fransisco, United States of America

- 2014, January – July

St. Regis Saadiyat Island Resort, Rooms Division intern at Front Office – Marriot International – Abu Dhabi, United Arab Emirates

- 2013, July – September

Grand Hotel Huis ter Duin, F&B Employee. Noordwijk, the Netherlands

ACADEMIC BACKGROUND

2012, September – 2016 November
NHTV University of Science, Breda – Hotel Management
Fast Track Programme, Bachelor in International Hotel Mangement

CAREER HIGHLIGHTS AND ACCOMPLISHMENTS

- Rooms division research project at the St. Regis Saadiyat Island Resort Abu Dhabi, reduced rebates at the front office with 21%.

- Completed a food and beverage management program of 1 year at the Intercontinental San Francisco. Successfully reduced minibar losses, maintained our 7th year Michelin Star in October 2015 for Luce restaurant, reached the highest Heartbeat (guest satisfaction) score since audited, operated in the heart of the Super Bowl 50.

- Got selected for the Vita Futura program (by Starwood at the time, now Marriott) and completed within 18 months at the Sheraton Dubai Mall of the Emirates Hotel. Upon completion immediately hired whitin Marriot International to guide the pre-opening of Aloft City Centre Deira, Dubai.
- Yellow belt certificate & Green belt training – Lean Six Sigma

- Completed the pre-opening of Aloft City Centre Deira in Dubai, United Arab Emirates

- Uplifted Strandhotel Cadzand-Bad's image and performances to the next level, professionalized processes, marketed the hotel into new target groups whilst always focusing on continuity in strategies and performances. And contributed to successful COVID-19 hotel management.

- General Management for a Boutique hotel at the Dutch coast

- Strategic and operational guidance in acquiring a Dutch coastal hotel. Including feasibility studies on the takeover, negotiations with building owners, providing, guiding and partially executing the "takeover path" with it's technical, financial, strategical and operational milestones to be completed before, during and after takeover.

- Interim General Management for private owned resort in Zihuatenejo, Mexico

- Strategic advisory role towards the owners of several plots of land and buildings in The Netherlands, regarding the development of several hotels. Feasibility studies, hotel concept development, stakeholder management, providing, guiding and partially executing the critical pre-opening path encompassing; technical, financial, strategical and operational milestones to be completed before opening.

EXPERIENCE

In the additional pages that follow, I will elaborate my responsibilities and achievements in my projects or jobs.

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MAXSTARS – HOTEL EN HOSPITALITY BUSINESS EXPERTS

FOUNDER

2022, April – Present

Something about Maxstars

Maxstars is my tool, to support hotel and hospitality businesses projects, long and short-term.
Presenting Maxstars as ''my company'' is something you won't hear me doing often, as it generates the thought of my focus laying on Maxstars. Maxstars is solely my tool, to focus on your company, teams and guests.
I have developed a broad vision and great knowledge on operational and strategic management of an hospitality organization. Furthermore, generated a strong vision on exploitation and stakeholder management.

Highlights

- General management - full strategic and operational revision of a boutique hotel at the Dutch coast encompassing 40 rooms. In a close collaboration with the owner of the hotel.
  Covering all disciplines within the company (HR, Revenue management, Front Office, Housekeeping, F&B operations, Marketing initiatives, Responsible for all the software of the Hotel)
- Strategic advisory role towards the owners of several plots of land and buildings in The Netherlands, regarding the development of several hotels. Feasibility studies, hotel concept development, stakeholder management, providing, guiding and partially executing the critical pre-opening path encompassing; technical, financial, strategical and operational milestones to be completed before opening. Guiding and managing the entire process and development from the moment of acquiring the land.
- Interim General Manager for Marea beachfront villas, Zihuatanejo Mexico (operations, strategy, investor relations, guest experience, day to day management, future vision and mission Marea, directly reporting to the CEO)
- Strategic and operational guidance in acquiring a Dutch coastal hotel. Including feasibility studies on the takeover, negotiations with building owners, providing, guiding and partially executing the "takeover path" with it's technical, financial, strategical and operational milestones to be completed before, during and after takeover.
- Guiding passionate owners in successfully developing and opening hotels. From feasibility studies and project management, guiding and advising the owners in all aspects, to pre-opening strategy and operational readiness.



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STRANDHOTEL CADZAND-BAD, THE NETHERLANDS

HOTEL MANAGER

2020, January – 2022, April

Something about Strandhotel
70+ rooms hotel connected to 50+ appartements, directly connected to the beach, home to three restaurants developed by Sergio Herman, Michelin star chef.

Something about responsibilities
Building bridges between the high-level culinary performances of the F&B outlets and the partly newly re-built hotel. Located at a very unique location in West-Zeeuws-Vlaanderen.
Developing the hotel operations after the completion of large renovations. Ensuring the guest experience exceeds all expectations. And succeeding as a whole.

Being the contact person and face of the hotel in all it's ways and aspects. Whilst being operationally involved in all departments. Functioning in a direct advisory role to the owners of the hotel. At the same time operationally active in all departments and in contact with guests on an hourly basis.

Completed a long list of projects to steer the hotel towards a professional, automated organization:
KPI goal setting per department, organizational structures within departments in an advisory role towards HR, implemented morning and departmental meetings, rolled out a VIP acknowledgement program throughout all outlets and hotel operations, including amenities.
Developed a special occasion program. Complaint follow-up program, guest survey analytics (Qualtrics introduced and implemented), F&B cost/inventory/profit control system, operational projects for housekeeping such as minibar losses/SOP's for the team.

The organization of the entire breakfast operation including the team culture, market lists, operational standards and guest experience focus.
Activated several marketing initiatives such as newsletters/events compendium/collaborations/brand activations/magazines/barters with several influencers and marketing platforms. Social media texts and quotes, planning and Instagram hotel brand visibility improvement.

Implemented fire and life safety standards and protocols, development of the entire evacuation plan including trainings (BHV).

Advisory role in HR activities such as the development of onboarding, development of performance appraisal format and execution, development of hotel regulations and standards for all employees. Night security protocol development.

Activated revenue generators such as: parking policy, living drinks, minibar policy, late check out policy, upsell policy, lunch bag implementation and the hotel room giftstore online.

Furthermore, managed the hotel through the corona crisis, closing down, managing several HR aspects that came along with this as well. Touched upon an entire new target group and having them generate loyalty toward the hotel whilst operating alongside all COVID-19 measures.

Also, opening again with an entire corona protocol touching upon all departments and their esthetics to ensure guests could stay again not excluding marketing and repositioning the hotel whilst opening high focus on cost cutting till cashflow started to pick up again.

Strong focus on strategic management and goal setting for the entire hotel.
Managed the first and second Christmas and NYE for the hotel since the beginning of its existence in collaboration with several restaurants in the near vicinity when Sergio Herman's restaurants enjoyed a well-deserved holiday.

Managed a very exclusive Piet Boon event at the hotel, concerning a large promotion of their new outdoor furniture, including a sign of a future barter deal for the hotel.

Opened a lifestyle retail shop at the boulevard of Cadzand-Bad. Installed lightspeed as a retail system and managed the entire marketing, social media, inventory and launch of the shop. Presenting luxurious lifestyle products in line with the hotel. Name: The Sunday Hotel Store.

Implemented a maintenance plan including daily, weekly, monthly, quarterly and yearly PPM activities. Ensuring all is documented and efficiently followed up upon.

Implemented an upon all disciplines touching audit program for the hotel to ensure all financial audits are met. Including HR activities, purchasing processes and F&B, FO and housekeeping processes.

Successfully enhanced TripAdvisor, Booking.com, Google ratings.



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ALOFT CITY CENTRE DEIRA, DUBAI, UAE -OPENING HOTEL- (MARRIOTT)

OUTLETS MANAGER, PROMOTED TO ASSISTANT B&F MANAGER

2018, April – 2019, November

Something about Aloft City Centre Deira Dubai
Aloft City Centre Deira, Dubai, a trendy new hotel where one can enjoy dazzling views over Dubai Creek and a direct connection to DCC mall with 5 Stunning large F&B outlets, banqueting event space of 5,400sqm total capacity of 390 pax and a licensed outdoor VOX cinema with 304 hotel rooms and 29 suites

Something about responsibilities
In charge of the entire Bars & Food Department as well as VOX OUTDOOR cinema, with a total of 30+ associates and reporting directly to the General Manager. Successfully opened the very first Aloft Hotel in the world with movie themed hotel room floors and implemented the bowls POC in the all-day dining restaurant in cooperation with Marriott Regional office.

Completed all pre-opening duties including preparing all 7 outlets for operational functioning, critical opening path 100% completed before opening.
Design of all departmental SOP's. Menu engineering, pricing, implementing brand standards, micros set up, purchasing supplies, process design towards the actual opening and operational functioning of all outlets.

Taking responsibility outside operational execution activities within the outlets of: operational planning, operational execution, marketing efforts, generating promotions in order to maximize revenues and outlets exposure, conceptualizing, purchasing, scheduling, financial reporting, teambuilding activities, green belt projects, monthly meetings, employee records, back-end processes such as payroll, allocating costs.

Preparing annual and monthly budgets, P&L analysis and reviews to both stakeholders; owners and Marriott regional office.

Special interest in ownership of special events.

Successfully HACCP certified the hotel.
GSS: ITR, staff service, F&B service, F&B satisfaction, Quality of food scores were always overachieving the results of other Aloft hotels in MEA.



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SHERATON DUBAI MALL OF THE EMIRATES HOTEL, DUBAI UAE (STARWOOD/MARRIOTT)

VITA FUTURA (GENERAL MANAGEMENT PROGRAM)

2016, September – 2018, April

Something about Sheraton Dubai Mall of the Emirates Hotel
Sheraton Dubai Mall of the Emirates Hotel is connected to the world-renowned Mall of the Emirates operating with 5 F&B outlets and banqueting event space of 7,300sqm total capacity of 450 pax

Something about responsibilities
I started my Vita Futura with a 6 month operational overview: finance, housekeeping, all F&B operations, front office, HR, engineering, IT, security, marketing, sales, revenue.
Following a 3 months in depth sales experience assisting the Director of Sales in his daily tasks.

Afterwards, a 3 months in depth all day dining – focused on breakfast experience and enhancing the GSS score
1 month in depth duty manager experience contributing to GSS accomplishments

Finally my last 6 specialization months were completed in the F&B department, fully operational as events manager (including outdoor catering on a daily basis at the owners office) managing a team of 15+ associates I remained closely connected to the General Manager of the property from the beginning till the end of the program, which enabled great insights in strategic management and project execution, together.

- Focused on ESS score and event experience
  Increased Intend to recommend from 64 to 100
  Increased Event overall experience from 50 to 88.9
- Operational Innovation project on housekeeping coordinator efficiency, QCD implementation Events, conversion of meeting room guests to outlets; project to generate new revenue stream
- November 2017 – Employee of the month (Ambition)
- January 2018 – Yellow Belt certificate



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INTERCONTINENTAL, SAN FRANCISCO, USA (IHG)

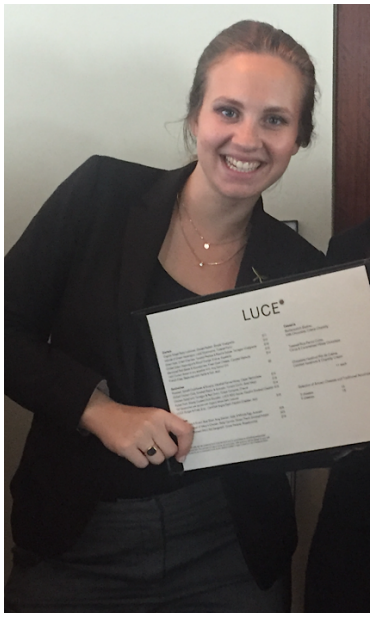
MANAGEMENT TRAINEE / ASSISTANT OUTLETS MANAGER

2015, May – 2016, May

Something about Intercontinental, San Francisco
The Intercontinental San Francisco Hotel offers 550 guest rooms including 14 suites, a Michelin-starred Restaurant, 5 F&B outlets, 2 ballrooms and 21 meeting rooms.

Something about responsibilities
Managed to actualize my internship during my Hotel management studies at the NHTV Breda as one of the first students, in the USA.
Due to the complexity of visa regulations in the USA I had to take on extra responsibilities and commit to a long process of searching in order for me to find a suitable placement property whilst adhering to all regulations.
Responsibilities:
Scheduling, payroll handling, attendance control, maintaining guest satisfaction level and standards, financial reporting, inventory control, forecasting, assisting the staff whenever needed, being present on the floor as the MOD, paying out staff, covering the breaks of staff, checking side-work, menu adjustments, micros adjustments, living up to union rules, minibar usage control with a decrease of 10% minibar losses.

- Maintained our 7th year Michelin Star in October 2015 for Luce restaurant
- Highest Heartbeat (guest satisfaction) score since audited
- Operated in the heart of the Super Bowl 50



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ST. REGIS SAADIYAT ISLAND RESORT, ABU DHABI, UAE (MARRIOTT)

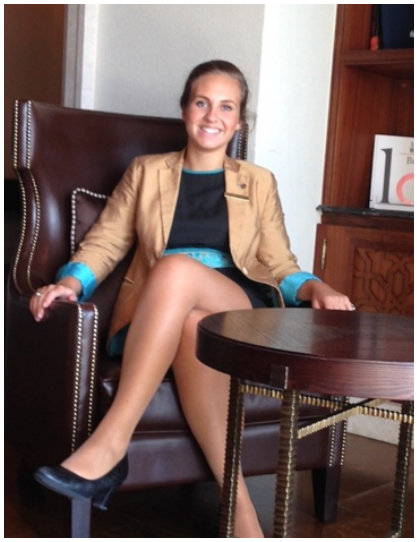
ROOMS DIVISION INTERN AT THE FRONT OFFICE

2014, January – 2014, July

Something about St. Regis Saadiyat Island Resort, San Francisco
Then Starwood now Marriot.
Located in a private estate of a pristine natural island, The St. Regis Saadiyat Island Resort, welcomes local and global travelers to explore the beauties of the Arabian Gulf, the surrounding area and the city of Abu Dhabi. Staying true to the incomparable heritage of the St. Regis Butler Service, the resort extends a tranquil and stunning natural settings of pure, discreet and personalized experiences, in beautifully appointed guestrooms and signature suites. Special curated menus combine an exciting journey of tastes, while quintessential relaxation comes to life with the Iridium Spa and a myriad of other lifestyle activities. Private gatherings and big celebrations, whether indoors or outdoors, are crafted with care and exquisite attention to detail.

Something about responsibilities
Operating as a fully responsible Guest Service Agent, handling complaints, responsible for processes during the duty, preparing and executing individual and group check-ins and check-outs, allocating rooms, researching problem areas within the Front Desk (especially focused on rebate issues within the department, decreased with 21%) and during all of this executing and following all brand standards flawlessly, to deliver brand quality and bespoke service.

Furthermore, I have worked closely together with the guest experience managers, the importance of GEI results, SPG enrolments and up selling was therefore high.



SIDE JOBS THROUGHOUT MY YOUTH AND DURING STUDIES

- **GRAND HOTEL HUIS TER DUIN, NOORDWIJK, NL**
  FULLTIME F&B EMPLOYEE, (TERRACE BAR & VAN DIEPENINGEN LOUNGE)

- **BRASSERIE D'ANVERS, GOES, NL**
  FULLTIME F&B EMPLOYEE

- **GRAND CAFÉ DE VRIEND, LEIDEN, NL**
  F&B EMPLOYEE

- **GRAND CAFÉ OP D'N OEK, GOES, NL**
  F&B EMPLOYEE

REFERENCES
Available upon request