

## Hotel Manager

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Attractive and distinctive formatting suits the "young" hospitality industry, yet remains conservative for a management role.

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### SENIOR MANAGER – HOSPITALITY

#### General Management • Venue Management • Operations

Participative management professional; results focused, entrepreneurial, and practical. 12+ years' progressive leadership experiences have created a passion for surpassing financial and service objectives via a combination of world-class service delivery, lean operating methods, renewed marketing directions, and incentive-driven rewards for team achievement. Acknowledged for capacity to observe, calculate, and react swiftly to avert conflict and restore workplace harmony. Derive genuine pleasure from transforming high-potential staff into outstanding leaders demonstrating the creativity critical to financial and operational success. Flourish in turnaround situations, restoring profits and instituting the essential infrastructure crucial to sustained prosperity.

#### Professional strengths include:

- ✓ Profit Maximization
- ✓ Multi-million-dollar Budgets
- ✓ Team Building & Motivation
- ✓ Staff Training & Development
- ✓ Retail Operations Management
- ✓ Profit & Loss Accountability
- ✓ Marketing & Promotions
- ✓ First-Class Customer Service
- ✓ Venue Management
- ✓ Stock & Inventory Control
- ✓ Supplier Negotiations
- ✓ Risk Management & Minimization
- ✓ Upgrade/Refurbishment Projects

*Technology—Microsoft Office, Email, Internet, Excel, Data Base, Visipay*

### EDUCATION

#### Bachelor of Commerce (Marketing)

University of Southern California

#### Bachelor of Engineering (Mining)

University of New South Wales, Australia

*Hundreds of hours devoted to ongoing professional development throughout career including workshops, conferences, information sessions, and formal short courses. Includes Train Small Groups—Certificate IV (Californian Chamber of Commerce and Industry)*

Good way to encapsulate extensive training—saving the reader from dull lists, while still indicating a desire to learn and develop professionally

### BENCHMARKS & MILESTONES

Best achievements highlighted, inviting the reader to learn more overleaf

- ✓ **Relocated to Australia and revitalized hotel with worn reputation and steady financial losses, into a dynamic, economically buoyant award winner**, recognized for excellence by the prestigious Australian Hospitality Association. Won Best Hotel for the Northern Territory 2001; awarded Best Northern Territory Bottle Shop two years consecutively, and Best Bar Presentation 1999.
- ✓ **Transformed nightclub with steeply declining profits into a money-spinner** that quadrupled revenue returns to \$45,000 in just 16 months. Executed plan to refocus entertainment offerings towards patrons with high disposable incomes; introduced daily "theme nights" featuring R&B music and styles from the '70s, '80s and '90s, attracting older patrons with new style, and inherent capacity to spend.
- ✓ **Increased bottle shop gross profits to 27%**. Overhauled pricing levels through minimal discounting on traditionally slow trade nights, and vigorously promoted slow moving stock. Renewed customer patronage prompted additional 'on sales' increasing average bottle shop GP by 4%.

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## CAREER CHRONOLOGY

CROSSMODE GROUP OF COMPANIES

1999–Present

**General Manager/Licensee**, Hi-UP Hotel, Darwin Australia

Report to: Director, Hotels Crossmode

Hi-UP Hotel, Darwin boasts up to 100 staff in peak periods, and revenues of \$9.5 million per annum generated from 5 bars, a bottle shop, 40 room accommodation, and function rooms.

Handpicked to turnaround hotel in Australia, combating declining profits and aggressive market competition. Established a 12-point strategic blueprint aimed at delivering across-the-board improvements in staff numbers, availability, entertainment, security, and departmental operations through intensive cost assessment and market analysis. With scant attention paid to marketing, the necessity of establishing an image as an innovator was critical, as was the need to revitalize surrounds, revamp sluggish and costly processes, and instill a sense of pride and achievement throughout a largely dispirited staff.

Hotel complex has realized remarkable turnaround, becoming a venue of choice for the local customer base, and generating \$3 million in healthy and sustainable profits over 3 years.

### Actions & Contributions:

- ✓ Consolidated entertainment decision-making by appointing an entertainment professional, savvy to local band pricing, and a seasoned negotiator on contract benefits. Working in close liaison with the new marketing manager, a revitalized approach to entertainment was established targeting patrons with high disposable incomes.
- ✓ Improved tracking systems for staff rosters and payroll, monitoring labor costs and more effectively assessing the need for senior personnel.
- ✓ Reduced headcount and recovered funds earmarked for revenue generation by removing costly in-house accountant from the payroll.
- ✓ Tripled revenues and cut costs by 90% by transforming the poorly attended five-star restaurant into a conference room open to bookings for personal and corporate celebrations.
- ✓ Managed major refurbishment project—a combined hotel and motel upgrade, from concept through implementation without incident.
- ✓ Divided year into “wet and dry” segments that responded to the peaks and troughs of seasonal patronage, and allowed a “floating” dollar emphasis to be placed in areas most needed.
- ✓ Transitioned focus from tourist operation to local trade base capitalizing on the 8 months of the year Darwin is outside tourism season. Completed extensive SWOT analysis providing the foundation of the operation responding to patrons’ requests for live entertainment, pub food, good atmosphere, and good service.
- ✓ Established in-house training program. Invested in a core group of high performance team members, winning outstanding loyalty and unparalleled staff retention.
- ✓ Reversed transient employee populations, concentrating on building core groups of skilled hospitality specialists sourced locally.
- ✓ Established series of “signature” events attracting up to 7000 people per night to maintain interest and momentum. Includes the Beer Festival (7000 pax), Miss Swim Suit (4000 pax), Wine Festival (4000 pax), October Fest (6000 pax), Greek night (1000 pax), R & B Night (2000 pax).
- ✓ Defended noise complaint vigorously and successfully, winning case and establishing reputation as a responsible licensee with solid business practices and community affinity.

### Results:

- ✓ Improved bottom line by over \$3m in 3 years.
- ✓ Doubled 2001/2002 projections in budget.
- ✓ Transitioned hotel from breakeven to 17% ROI.

Strong action words turn some rather routine examples such as “forming a team” into “in-your-face” achievements.

### PRIOR EMPLOYMENT

HOLIDAY TODAY CHAIN, San Francisco, CA **Food & Beverage Manager**

1995–1999

RFT CATERING, San Francisco California, **Restaurant**

1990–1994