

Emilio A. VARGAS, hotelier - restaurateur

A life dedicated to the international Hospitality industry helping owners towards profitability in the Americas, Caribbean islands, Africa and Middle East!

Corner of Salah Al Din Road and Abu Baker Al Siddique Rd., Dubai, UAE emiliovargas@emiliovargas.com Mobile: (971) 50 780 2655

Greetings from Dubai, UAE!

My name is **Emilio VARGAS** (www.emiliovargas.com) hotelier-restaurateur.

I am a **Hotel & Resort and Restaurant GM - Project Manager** - USA citizen - for 4*-5* properties in 3 continents; currently working in Dubai.

I have more than 20 year experience as GM for Restaurants, Hotels & Resorts under franchise & management contracts reporting to CEO or Regional Team; also for independent properties reporting to the owner.

I have done 12 conceptualizations, pre-opening, opening, refurbishing projects - [HotelConsult Services](#) - including Owner representative, Quality Audits, Coaching & Training in different countries leading international Teams!

My most recent two positions:

- **Middle East, United Arab Emirates, Dubai:**
2015-16 - ? GM leading conversion and operations of [BW Premier Deira Hotel](#) - city & airport 4* hotel, 250 rooms, 2 bars, 2 restaurants ([VIDEO](#)) 16% market share in Deira District.
- **Africa, Nigeria, Lagos:**
2011-12 GM for [Planet One Hotel & Wellness](#) - city & airport 4* hotel, leading day-to-day operations and rooms remodeling; I created the Quality System and Rooms & Catering Sales department.

I am a tenacious troubleshooter; a Leader that teaches by example, constantly developing my Team members; I have impeccable "**soft skills**" I am **Honest, Direct and Dependable** - very knowledgeable in all facets of the Hospitality industry. I am the man for the job!

I am a consummate "*mine host*" - very strong at etiquette demands and sensitive to Public Relations role in high Quality organizations with self-confidence to engage with VIPs - Heads of State/Global CEOs.

This are Links to Hotels & Resorts companies I worked before:

- [GM - Arab Club \(opening\)](#) [GM-Hilton Princess Hotel \(opening\)](#)
- [DOC-Marriott Hotels in: Panama, Tampa, Philadelphia, Pittsburgh](#)
- [GM -Fantasy Island Beach Resort, Dive, Marina, Roatan island](#)
- [GM - La Ensenada Beach Resort & Convention Ctr.\(opening\)](#)
- [GM - Barceló Bavaro Beach, Dominican Republic island](#)
- [GM - Ramada Renaissance Capella Beach Resort, Dominican Republic](#)
- [GM - Telamar Beach Resort \(consulting\), Tela, Honduras](#)
- [Chatham Bars Inn, Chatham, Cape Code, MA, USA](#)

As General Manager I am responsible for:

- Leading new projects, pre-opening, opening, remodeling,
- Financial results, including assets, revenue, expenses, budgets,
- Manage Executive Team & targets supporting day to day operations,
- Provide assistance & support for new restaurants,
- Review, propose amendment on Management Agreements,
- Analyze Profit and Loss statements and authorize Capex proposals,
- Review architecture design & equipment for new/remodeling properties,
- Implementing, managing and following-up of Hospitality SOPs,
- Food & Beverage, Sales & Marketing, Engineering,
- Relations with Guest, Owners, Staff, Authorities, Media, Suppliers,
- Production/Quality Control, Human Resources, Hygiene/Health,
- All additional responsibilities assigned for the position.



Background:

- **Food and Beverage:** production, service, sales, management,
- **Marketing:** Sales, Public Relations,
- **Rooms:** Front Desk, Reservations,

Profile of Hospitality properties:

- Chain & Independent hotels,
- **Rooms & Staff:** 400 keys & 525 staff,
- **Multiple Outlets:** Dive shop, Marina, Spa, beach bar, themed restaurants!
- **Locations:** Beach Resorts, Airport & Business Convention hotels, Lodges at Archaeological remote sites - difficult access, complex logistics - islands, deserts, high altitude mountains!

Core competencies:

- Pre-opening, opening, refurbishment,
- Day-to-day operations,
- Project manager FF&E, OS&E specs,
- Budget, P&L, Forecasting, Marketing,
- Statistics for data analysis & Quality,
- Quality Assurance systems,
- Quality Auditor for Hotels and F&B,
- Computer literate, Financial acumen,
- Ethical standards in the job,
- Creativity and Idea generation,
- Coach, Trainer, Lecturer, Author,
- Hospitality best practices,
- Standards for staff performance,
- F&B Recipe development,
- Menu Design & Menu Engineering,
- Task Identification, Work Breakdown,

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With the Best Spirit of The Hospitality!

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Profile:

- Hotelier-Restaurateur, Resort & Hotel GM for openings, day-to-day operations.
- Marketing/Sales expert, F&B trouble-shooter, Coach, Trainer, Lecturer.
- International consultant, Hospitality Designer, FF&E and OE&S specifier.
- Experience in 3 Continents - USA, Central & South America, Caribbean, West Africa and Middle East.
- American citizen, bilingual, English/Spanish, married, with children.



Hospitality Competencies:

Accounting, Finance and Marketing, Sales, Public Relations:

- Budgeting, Forecasting, Monthly P&L statement, Critique.
- Purchasing, Receiving, Inventories, re-order level, Issuing procedures;
- Marketing Plan; identify new trends, sales opportunities, new segments.
- Communication skills, P. Point presentations; Creative, Innovative techniques for marketing.

Openings, Management, Quality Assurance and Human Resources:

- Architecture – assessment for Service & productivity design - Guest and Staff flows.
- Leading start-ups and hotel openings. Able to produce FF&E specifications for entire property.
- Environmental plan with strong “green” orientation – corporate-social responsibility commitments.
- Able to develop Quality Assurance system, Q Control Audits using “7 Quality control” statistics tools.
- Develop Standards for staff performance, customer service. Policies, SOPs, Task breakdown,
- Able to recruit, hire and personally train entire staff. Coach for hotel and restaurant managers.

Food and Beverage:

- Multiple outlets – management, production, service and restaurant/catering sales.
- Conceptualize new restaurant, bar, catering – cooking methods and service techniques.

Hospitality Accomplishments (S.A.R.):

Panama, Republic of Panama - Marriott Hotel (opening):

- 1. Situation:** Market research confirmed no authentic kosher meals, nor facilities, existed in the city;
- 2. Action:** Jewish community was most affluent, in country; decided to set-up first kosher kitchen!
- 3. Result:** Catering Sales exceeded budget by 160%; largest bar-mitzvah in the country 2,000 guests.

Dominican Republic, Bavaro Barceló Garden Caribbean beach Resort:

- 1. Situation:** Guest Satisfaction Index lowest in all company hotels - strong complaint "greasy food".
- 2. Action:** I decided that our Chefs attended a full vegetarian training course in a local food school.
- 3. Result:** We improved GSI from 72% to 89% in 4 months; daily vegetarian buffet 800 guests.

Honduras, San Pedro Sula, Gran Hotel Sula (renovation):

- 1. Situation:** Nicaragua and El Salvador civil wars plus new competition affected ADR, REVPAR, Occ%.
- 2. Action:** Remodeling junior suites and new Food Festivals will expand our market share.
- 3. Result:** First year as GM - ADR went up by 65%; F&B Festivals, generated 38% more F&B sales.

Ecuador, Guayaquil Gran Hotel Internacional Atahualpa:

- 1. Situation:** Exquisite Continental menu restaurant, with a very low Average Check.
- 2. Action:** Started international “table side cooking” plus new wines/spirits menu.
- 3. Result:** in 60 days our local clientele Average Check for F+B increased by 120% sales.

Colombia, Cali, Hotel Petecuy:

- 1. Situation:** Our Restaurant lacked “wow” factor to attract affluent local clientele.
- 2. Action:** Giant fish bowl with live Carps; started “cooked to your liking” fresh Carp.
- 3. Result:** F&B Lunch turnover went up 1.75 and Dinner 2.25 - Food Average Check 80%.

Honduras, Roatan Island, Fantasy Island Beach Resort Dive & Marina:

- 1. Situation:** Hotel had one feeder (USA), one market (divers), one single airline servicing the island.
- 2. Action:** To develop new feeder & segment - South America & Europe; Family Vacation segment.
- 3. Result:** Generated 40% additional sales with new segment, occupancy went up 22%.

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Hospitality Career history:

May 2015 -

BW Premier Deira Hotel, Dubai, United Arab Emirates

[Link](#)

General Manager (re-branding) 250 rooms, restaurant, bar, spa. I am responsible for day-to-day operations, accomplished drastic general expenses reduction and generating new market sources.

Oct. 2011/Feb.2012

PLANET ONE Hotel & Wellness, Lagos, Nigeria, Africa

[Link](#)

Managing Director (consultant)

Re-aligning hotel management and Quality control systems, property facilities remodeling,

June 2008 - January 2009

Telamar Beach Resort - Tela bay, Western Caribbean, Honduras

[Link](#)

Resident Manager (consultant) remodeling/expansion - 2 kitchen restaurants

Sept 2007 - April 2008

[Link](#)

La Ensenada Beach Villas & Resort - Tela bay, Western Caribbean, Honduras

General Manager - Consultant (opening) - 30 condos, hiring & training staff, setting up SOP's Management systems, PMS, CRM,

Aug. 1999 /present

HOTELCONSULT

[Link](#)

General Manager - Projects in the Americas, Caribbean and Africa: Hotel & Resort pre-opening, FF&E, Quality Assurance audits, Coaching, Training, F&B troubleshooter

Jun.1998/ Jul.1999

PRINCESS HOTEL Boutique Imperial Hotels & Resorts, SPS, Honduras

[Link](#)

General Manager (opening)

120 rooms, Ballroom (6,000 sq.ft.) and Gourmet restaurant; I hired and trained staff; opening on time despite Hurricane Mitch, Occ. 72% in first year of operation.

Apr.1995/ Jun.1998

FANTASY ISLAND Beach Resort Dive & Marina, Roatan Island, Honduras

[Link](#)

General Manager

120 rooms, 3 restaurants, 2 beach bars, EP, and AI packages. Set-up annual budget, reports, recipes, food controls

Oct. 1994/ Apr.1995

ARAB CLUB (Club Hondureño Arabe), San Pedro Sula, Honduras

[Link](#)

General Manager (opening)

I was responsible for receiving buildings from contractors; we featured 4 restaurants, tennis/racquetball courts, Ballrooms: 25,000 sq.ft. Deluxe Club, for the most affluent market in the country; I did all the FF&E specs, recruited and trained staff.

Aug.1993/ Aug.1994

RAMADA RENAISSANCE Capella Beach Resort, Dominican Republic

[Link](#)

General Manager (opening) - 275 rooms, 2 swimming pools, 3 restaurants, spa, dive shop. I was responsible for hotel FF&E SOP's implementation, staff training & opening. Developed Marketing Plan.

Feb.1991/ Aug.1993

GRAN HOTEL SULA - C/J Hotels, San Pedro Sula, Honduras,

[Link](#)

General Manager - 115 rooms, 2 restaurants, F&B 24 hours,

Dec.1989/ Dec.1990

BAVARO Beach Resort -Barceló Hotels & Resorts, Dominican Republic

[Link](#)

General Manager - 400 rooms, 2 restaurants, 3 bars, swimming pool, beach sports



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Earlier experience:

Director of Catering,
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Director of Catering,
Catering Manager,
F&B Director, Holiday Inn
Hotel Sales Manager,
Maitre d' hôtel
Hotel F&B Manager,
Maitre d' hôtel
Hotel General Manager
Hotel General Manager
Hotel Manager

Marriott Hotel & Resorts, Panamá, Rep of Panama
Marriott Hotel & Resorts, Monroeville, Pittsburgh, PA, USA
Marriott Tampa Airport, Tampa, FL, USA
Marriott Atlanta Airport, Atlanta, GA, USA
Pittsburgh Airport, Coraopolis, Pittsburgh, PA, USA
Hotel Petecuy, Cali, Colombia
Atahualpa Hotel, Guayaquil, Ecuador
Viscount Hotel Trust Forte, Miami, FL, USA
Chatham Bars Inn "L. Hotels of the World" Cape Cod, Ma. [Link](#)
Grand Hotel - C/J Hotels, San Salvador, El Salvador.
Executive Hotel - C/J Hotels, Panama, Rep. of Panama
Urubamba and Cuzco Hotel, Cuzco, Perú

Education:

Hotel Design/Development, F&B Controls
Director of Catering program
Food School /Advanced Managerial Skills
Project Management
Auditor ISO 9000/2000 (#831102X)
Innkeepers Program
Hotel Management Program
Architecture and Visual Arts

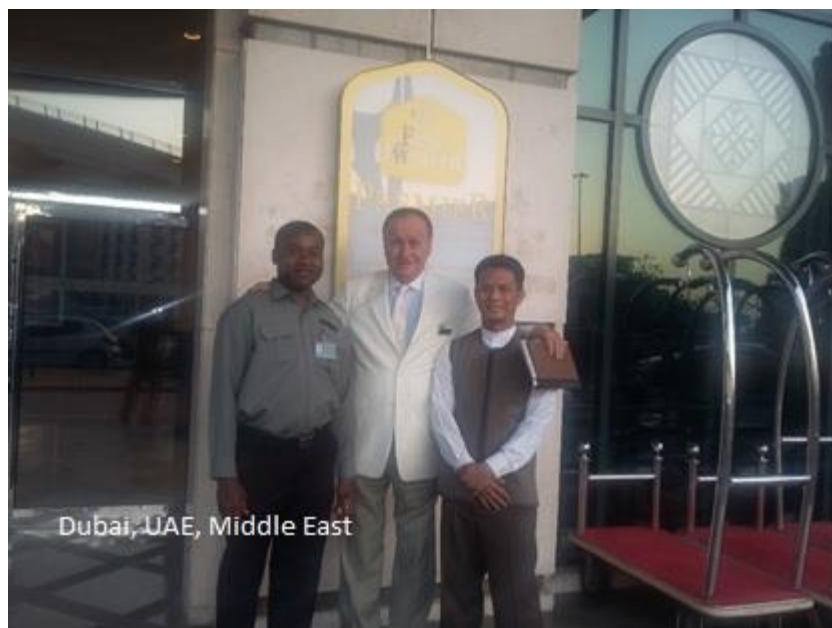
Cornell University, Ithaca, NY, USA
Atlanta Airport Marriott, GA, USA
Marriott International, Washington, DC. USA
Architecture Society, Honduras
SGS / Panama, Republic of Panama
Holiday Inn University, Memphis, TN, USA
ENTURPERU - Lima, Peru
Peruvian University of Sciences, Lima, Peru

Computer skills:

Microsoft: Office, Publisher, Visio, Access.
Project Management: Project, WBS Chart Pro.

Other activities:

US Warden, US Embassy, Tegucigalpa, Honduras
Peruvian Consul, *Ad Honorem*, San Pedro Sula, Honduras
Hospitality Trainer, Miami Dade Community College, FL., US
Hospitality Trainer, Ministerio de Turismo, El Salvador
Hospitality Trainer, Hotel Escuela Madrid, Honduras



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REFERENCES

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<p>Mrs. Judy AMADO de MENDEZ President Mendez Amado& Assoc., Inc. Calle 50</p> <p>PANAMÁ Tel:(507)226-4334/226-9559/6612-5341 e-mail: judyamado@mendezamado.com</p>	<p>Mr. Gonzalo AGUIRRE Project Director Organization of American States- Small Hotels Project Central America,</p> <p>COSTA RICA Tel: (506)290-3319/(506) 3382 7615 e-mail: paph.ga@gmail.com</p>	<p>Mr. Edward COUREY Resort Development Consultant 14919 Pennfield Circle Silver Spring MD 20906,</p> <p>USA Tel: USA: 240-421-1427 e-mail: ecourey13@hotmail.com</p>
<p>Mr. Innocent KUFA General Manager Bulawayo Rainbow Hotel Rainbow Tourism Group 10th Avenue Josiah Tongogara,box 1876,</p> <p>Bulawayo, ZIMBABWE Phone : +263 4 772 588 Web : www.rtgafrika.com e-mail: innocentkufa@gmail.com</p>	<p>Mr. Adesina BURAIMOH - ADEMUYEWO BS MBA MNIM Chairman Bidat Sportswear Co. Ltd. & Brands Intl.</p> <p>Lagos, NIGERIA Tel.: 234 802 312 8142 e-mail: burade49@yahoo.co.uk</p>	<p>Mr. Adekanmi ADESOLA HR Business Partner Sahara Energy Resource Limited 7, Fowler Street, Off Kingsway Road, Ikoyi,</p> <p>Lagos, NIGERIA. Tel: 08036152777 e-mail: adekanmi.adesola@sahara-group.com</p>
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