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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 and cultures • Marketing strategies • Crisis management • Employee performance management • Customer experience journey development • Increasing Customer Satisfaction • Hotel exploitation and owner relations • Pre-opening • Hotel systems atomization • Revenue management • Concept development • Guiding owner, hotel brand, operator toward successes together

REFERENCES

Available upon request

MAXIME T.J. AMMERLAAN

PROFESSIONAL EXPERIENCE

April 2022 – Present

Founder • [Maxstars](#) • www.maxstars.nl

January 2020 – April 2022

Hotel Manager • [Strandhotel](#) • Cadzand-bad, Netherlands

May 2019 – November 2019

Assistant B&F Manager • [Aloft City Centre Deira](#) • Marriott International • Dubai, United Arab Emirates

April 2018 – May 2019

Outlets Manager • [Aloft City Centre Deira](#) • Marriot International Dubai, United Arab Emirates

September 2016 – April 2018

Vita Futura • [Sheraton Mall of the Emirates Hotel](#) • Marriot International • Dubai, United Arab Emirates

May 2015 – May 2016

Management Trainee & Assistant Outlets Manager • [Intercontinental](#) • IHG • San Francisco, United States of America

January 2014 – July 2014

Rooms Division intern at the Front Office • [St. Regis Saadiyat Island Resort](#) • Marriott International • Abu Dhabi, United Arab Emirates

July 2013 – September 2013

F&B Employee • [Grand Hotel Huis Ter Duin](#) • Noordwijk, The Netherlands

ACADEMIC BACKGROUND

September 2012 – November 2016

NHTV University of Sciences, Breda - Hotel Management Fast Track Programme, Bachelor in International Hotel Management.

ACCOMPLISHMENTS

- Selected for the Vita Futura program and upon completion immediately hired within Marriott International
- Yellow belt certificate – Lean Six Sigma
- Pre-opening Aloft City Centre Deira, Dubai
- Uplifted Strandhotel's image and performances to the next level, professionalized processes, marketed the hotel into new target groups whilst always focussing on continuity in strategies and performances
- Successful COVID-19 hotel management
- Strategic change management and execution in revenue management and operational management at a small hotel at the Dutch coast
- Interim General Management for private owned resort in Mexico, Zihuatanejo

MAXSTARS

Hotel & Hospitality experts

Committed, passionate and involved hospitality expert; owner relations, hotel operator guidance, hotel company development, operational management, strategic management

STRANDHOTEL

Cadzand-bad, The Netherlands

★★★★S

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

FOUNDER

April 2022 – Present

www.maxstars.nl

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 organisation. Furthermore, generated a strong vision on exploitation and stakeholder management.

Projects:

- Strategic change management and execution in revenue management and operational management at a small hotel at the Dutch coast
- Interim General Management for private owned resort in Mexico, Zihuatanejo
- Management and guidance of several hotel developments in the Netherlands directly working for the investing party and owner of the properties under construction

HOTEL MANAGER

January 2020 – April 2022

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.

ALOFT CITY CENTRE DEIRA

Dubai, UAE



Marriott

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

OUTLETS MANAGER, PROMOTED TO ASSISTANT B&F MANAGER

April 2018 – November 2019

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.

SHERATON MALL OF THE EMIRATES

Dubai, UAE

★★★★★
Marriott

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

VITA FUTURA (GENERAL MANAGEMENT PROGRAM)

September 2016 – April 2018

Chosen among a pool of 600+ applicants as one of the 15 students and professionals that were part of the 2014-2016 Vita Futura programme

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

INTERCONTINENTAL

San Francisco, USA

★★★★★

IHG

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.

ST. REGIS SAADIYAT ISLAND RESORT

Abu Dhabi, UAE

★★★★★

Starwood – currently Marriott

St. Regis Saadiyat Island Resort, Abu Dhabi, overlooking a pristine beach, the cerulean Arabian Gulf.

MANAGEMENT TRAINEE / ASSISTANT OUTLETS MANAGER

May 2015 – May 2016

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

ROOMS DIVISION INTERN AT THE FRONT OFFICE

January 2014 – July 2014

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) 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.