

Frank Beck

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Personal information

Nationality German / Indonesian KITAB holder
Date of birth 07.05.1967
Marital Status Married with 2 children (15 & 18)
(Travelling as single)
Languages English (fluent). German (mother tongue).
Bahasa Indonesia (basic)



An experienced and successful hotel leader with a proven track record

Professional Profile

HOTEL MANAGING DIRECTOR / EXECUTIVE LEVEL MANAGEMENT PROFESSIONAL
Hospitality Industry

Highly motivated, dedicated and performance-driven hotel leader with more than 25 years management experience from working in leading hospitality establishments across the world, including The St. Regis, Luxury Collection, The Westin & Sheraton. Expert in delivering both top- and bottom lines in exclusive destinations. Capable of maintaining highly engaged teams able to deliver top quality of service to hotel guests. Experienced in large CAPEX projects and reopening of hotels. Extensive knowledge of the upscale hotel arena.

- Strong leadership skills. Self-driven and open with a positive mind-set.
- Skilled Business Analysis, Trouble Shooting, and P&L management abilities.
- Expert in building empowered teams and -in task and authority delegation.
- Knowledge of revenue management and distribution.
- Excellent strategic vision promoting well-practiced and pragmatic tactical applications.
- Passionate about the hospitality business.
- Superior Interpersonal Communication Skills.
- Able to relocate internationally.

AREAS OF EXPERTISE AND KEY SKILLS

OPERATIONS

- Hotel Management
- Business Development
- Revenue management
- Company P&P/Standard

STAFF DEVELOPMENT

- Leadership
- Training & Hiring
- Team Building
- Strong Motivator

CUSTOMER SERVICE

- Exceed expectation
- Quality oriented
- Customer Retention
- Decision Making

P&L MANAGEMENT

- Strategic planning
- Budget management
- Staff optimization
- Cost Control

Professional Experience

March 2023 *General Manager*
To July 2023 *The Orient Jakarta, A Royal Hideaway Hotel, Barcelo Hotel Group*
A member of Leading Hotels of the World

Key responsibilities & Key Achievements

- Establish Hotel from Independent operated Hotel by owners to international standards by Barcelo Hotel Group
- Facilitate and drive completion of hotel product from 70 to 150 rooms.
- Facilitate and drive completion of banquet space, Spa and F&B venues.
- Implement international SOP's, HR & Finance standards.
- Manage Hotel in all aspects of operation
- Optimize Headcount and staffing
- Set up and implement relevant IT & Accounting systems and set up sales & marketing strategy.

Aug 2022 - *Taking a career break for family reason to re-connect as I travelled the last decade*
To Feb 2023 *single during my assignments.*

Jan 2022 - *Managing Director (Pre-opening)*
To Jul 2022 *The St. Regis Jakarta Hotel & Residences – Indonesia*

Key responsibilities & Key Achievements:

- Leading all pre-opening activities, including recruitment and budgeting.
- Oversee and management of the pre-opening of the hotel.
- Implemented the brand guidelines for operations.
- Set critical paths for all departments.

Apr 2019 - *Managing Director*
Jan 2022 *The Westin Langkawi Resort & Spa / The St. Regis Langkawi*
Langkawi International Convention Center - Malaysia

Key responsibilities & Key Achievements:

- Responsible for the Operation and Management of The Westin Langkawi Resort & Spa, The St. Regis Resort and the adjacent Langkawi International Convention Center.
- Optimized the complex and its departments of all three properties to improve overall efficiency.
- Navigated both resorts through the pandemic - One was a service charge unionized Hotel, while the other one was a clean wage non-unionized property.
- Retrenched and optimized headcount levels from 2019 (FTE 493) to 2021 (FTE 323.8) at The Westin.
- Ensured maximization of maintenance to keep the closed resorts in best condition.
- Started Hydroponic farm and concept to embrace and enhance the Westin pillars of wellbeing.
- Reduced expatriates to zero focusing on local talent- Reduced labour costs.
- Improved overall key performance indicators from 2018 to 2019.
- Optimized Headcount levels from 2019 (FTE 367) to 2021 (FTE 215) at St Regis, which includes the Pandemic.
- Improved overall key performance.

Sep 2015 - *Managing Director*
To Mar 2019 *Sheraton Imperial Kuala Lumpur Hotel & Faber Imperial Court (Office Tower) – Malaysia*

Key responsibilities & Key Achievements:

- Setup business strategy based on analysing data from multiple sources.
- Responsible for the entire Hotel Operation as well as the Faber Imperial Court & office tower.
- Restructured and optimized Hotel and Office tower operations to improve efficiency and GOP.

- Transformed property from a previous regional hotel to a stand-alone hotel.
- Maintaining and improving UNION relations.
- Prepared and organized a full hotel renovation in 2017 for 2018 bringing up the room count from 385 to 398 and re-structuring the room categories.
- Re-Introduced and Re-launched the renovated hotel products in the market.
- Outsourced F&B venues such as Night-Club, Indian and Japanese Restaurant to max rental income.
- Chairman of the Marriott Malaysia Business Council.
- Restructured the operation and administration of the Faber Imperial Court and its office and retail space of 145,000sqf. to maximize occ at 85%.
- Increasing inventory after renovation from 385 to 398 rooms.
- Reduced headcount from 420 to 376 from 2015 to 2018, focusing on outsourcing.
- Introduced the latest documents such as offers and Tenancy Agreements and website.
- Increased overall revenue from 2016 to 2017 by MYR1.8M.

Jan 2013 -
To Aug 2015

Managing Director
The St Regis Singapore - Singapore

Key responsibilities & Key Achievements:

- Responsible for the entire Hotel Operation and the Residences Concierge services.
- Restructured hotel operations to improve efficiency and GOP.
- Maintained and strengthened Business Relationship with establishment owners.
- Ensured constantly new F&B activities in all dining venues.
- Improved GOP percentage by 2 percentage points in a very competitive market.
- Improved F&B revenue from 2012 to 2013 by S\$ 1.85 million and from 2013 till Oct. 2014 S\$ 1.9mill.
- Hotel achieved the highest overall revenue in 2013.
- F&B Profitability grew from 2012 to 2013 by 3.5%.
- Average rate grew between 2013 and 14 by 9 dollars.
- Achieved trip advisor award for excellence 2014 for the hotel, Brasserie and Astor Bar.
- Achieved the Conde Nast traveller award 2014 as No 5 in Asia but No 1 in Singapore.
- Singapore Tatler Singapore & Best of Singapore - Best hotels: The St. Regis Singapore.
- Singapore Tatler Regional Best Restaurants 2014: Labrezza, Yan Ting.
- Elitetraveler.com - The 10 Best Hotels in Singapore: The St. Regis Singapore

Sep 2010 -
To Dec 2012

Managing Director
The St. Regis Bali Resort & The Laguna Resort & Spa, Bali

Key responsibilities & Key Achievements:

- Responsible for all aspects of Hotel Operations, Finance, Sales & Marketing and Human Resources.
- Successfully integrated various departments between the two resorts.
- Maintained and improved GSI/GEI scores for both resorts to 8.9 for St. Regis and 8.5 for The Laguna.
- Awarded by Wine spectator (2 wine glasses) "Award of Excellence" for St Regis
- Winner of The International Hotel for "Best Resort in Asia" 2011 for St Regis.
- Winner of World Travel Awards for "Asia's Leading Luxury Resort" 2011 for St Regis.
- Winner of the Indonesian Travel & Tourism Award for "Indonesia's Leading Luxury Resort 2011/12 for St Regis.
- Certified by TripAdvisor for "Certificate of excellence" 2011 for St Regis.
- Earth Check "Silver Status".
- ADR grew from USD545 to USD607, occupancy from 59% to 66% and GOP from 44.7% to 49.4% 2010 versus 2011 at St Regis.
- ADR grew from USD164 to USD185 in 2010 to 2011 with GOP of 45% stability at The Laguna.
- Successfully converted the Shopping Arcade into a Deli, Vinothek and Boutique at The Laguna.
- Converted part of the resort facilities into the new Lagoon Spa at The Laguna.
- Successfully opened the new Laguna Villas (10)
- Renovated and repositioned Arwana Beachfront Restaurant into a successful Seafood restaurant at The Laguna.

Oct 2007 - *General Manager (Pre-opening and Opening)*
To Sep 2010 *The St. Regis, Bali, Indonesia*

Key responsibilities & Key Achievements:

- Led all pre-opening activities, including recruitment, budgeting, sales & marketing campaigns.
- Actively involved with key site inspections, sales calls, contracting and off-line Marketing campaigns.
- Overseeing and management of the pre-opening and opening of the hotel.
- Directly involved in Food & Beverage business plan for the opening of the hotel.
- Successful opened and established The St. Regis Bali as one of the Best Resorts in Asia.
- Winner of Starwood's "Open Hot" award and "Hotel of the Year" Award 2010.
- Successfully launched The St. Regis Signature Breakfast, well-known as one of the best breakfast experiences by our guests.
- Increased ADR from USD533 to USD545.

Dec 2005 - *General Manager*
To Sep 2007 *Sheraton Laguna Nusa Dua, Bali, Indonesia*

Key responsibilities & Key Achievements:

- Responsible for entire operations of the hotel.
- Closely working with Marketing Department to drive business objectives.
- Completion of daily, weekly and monthly financial reports to HQ.
- Re-branding from Sheraton Laguna to The Laguna, a Luxury Collection Resort.
- Improved all KPI's and achieved a drastic ADR increased.
- Winner of Starwood's "Hotel of the Year" Award 2007.
- Increased ADR from USD120 to USD145 - Occupancy from 49% to 70% - GOP from 40.6% to 43.7% from 2006 to 2007.

Oct 2003 - *General Manager*
To Dec 2005 *The Westin Chosun, Seoul, Korea*

Key responsibilities & Key Achievements:

- Supervisory responsibilities for The Westin Chosun, Busan.
- Participated in the preparation of the strategic business and operation plans.
- Implemented strategies aimed at cost minimization, productivity maximization.
- Ensured operations in alignment with financial framework outlook.
- Successful renovated and positioned the hotel as the premier Hotel in Busan.
- Improved ADR drastically through implementation of Revenue Management functions and systems.
- Achieved "Best Business Hotel" award by International Traveller for The Westin in Seoul.

OTHER NOTABLE EXPERIENCES:

Oct 2000 - *General Manager*
To Oct 2003 *Sheraton Senggigi Beach Resort, Lombok, Indonesia*

Sep 1998 - *Executive Assistant Manager*
To Oct 2000 *Sheraton Essen Hotel, Germany*

Apr 1998 - *Executive Assistant Manager*
To Sep 1998 *Sheraton Karachi Hotel & Towers*

Apr 1996 - *Director of Food & Beverage*
To Mar 1998 *Including the pre-opening period, Sheraton Bandara, Jakarta*

Sep 1994 - *Food & Beverage Manager*
To Mar 1996 *Sheraton Essen Hotel, Germany*

Mar 1993 - *Asst. F&B Manager*
To Aug 1994 *Sheraton Essen Hotel, Germany*

Mar 1992 - *F&B Coordinator*
To Dec 1992 *Sheraton Doha Hotel & Resort, Qatar*

Nov 1990 - *Headwaiter Banquets*
To Mar 1992 *Sheraton Munich Hotel & Towers, Germany*

Dec 1988 - *Headwaiter Restaurant*
To Oct 1990 *Kur-Sporthotel Tirol, Germany*

Professional Qualifications & Education

EDUCATION

1985 - 1988 Apprentice (Restaurant Service)
 Hotel Allgauer Berghof Sonthofen

1982 - 1985 Apprentice (Cook)
 Hotel Gasthof Roessle Rosenfeld

1982 Secondary School – Rosenfeld

CERTIFICATIONS

Courses Attended with e - Cornell University:
-Creating Service Cultures.
-Strategic Management.
-General Finance: Making Capital Investment Decisions.
-General Finance: Mastering the Time Value of Money.

Courses Attended at Cornell University Ithaca NY:
-Strategic Pricing & Revenue Management.
-Strategic Marketing.

Certified as examined Instructor for Hotel & F&B Apprenticeship Programs, IHK Essen – Germany.

AWARDS

1994 Sheraton President's Award.
2007 Hotel of the Year Award – The Laguna Resort & Spa.
2010 Hotel of the Year – The St Regis Bali Resort.

References - Professional and personal references available upon request.