

Current & Previous Positions

In my current roles, I am responsible for the overall portfolio performance, strategic development, and owner relations of Switzerland's largest hospitality investment, the Buergenstock Hotels AG, in my capacity as Managing Director. As CEO of the Switzerland-based Aureus Advisors, I oversee the full operations of the company.

With experience spanning several continents, I have built an accomplished track record across luxury, upscale, and select-service hotels, navigating some of the industry's most demanding business environments, including economic downturns, political uprisings, union unrest, pandemics, and embargoes. I am known for being strategically focused, financially disciplined, and results-oriented, with a strong record of leadership and innovation.

As Managing Director of Buergenstock Hotels AG, I oversee the Buergenstock Resort Lake Lucerne. Founded in 1873, the resort comprises multiple luxury hotels, private residence suites, ten restaurants and bars, retail, two spa and wellness areas, more than 30 event spaces—including conference capacity for over 600 guests—and a world-class medical clinic.

Spanning over 60 hectares, the Buergenstock Resort Lake Lucerne is part of the Buergenstock Collection, one of Switzerland's most significant deluxe hotel groups, with hotels in Central Switzerland, Berne, Lusanne and London. The resort also operates its own catamaran on Lake Lucerne, the Buergenstock funicular and the 120 year old Hammetschwand Lift.

Before moving to Switzerland, I served as the opening Managing Director of Qatar's leading 5-star luxury resort, the Waldorf Astoria Lusail Doha Resort and Residences, and was also employed as Chief Operating Officer of Aureus Advisors already.

Prior to these roles, I was the Area Vice President for Hyatt West India, overseeing Hyatt's largest portfolio in the country, including the Grand Hyatt Mumbai Hotel & Residences and the lifestyle hotel Andaz Delhi. I was responsible for more than 2,200 rooms, over 4,000 associates, 30+ restaurants, and over 100,000 sq ft of meeting space across all hotels and resorts.

Before my tenure in India, I served as Area Vice President for Hyatt's operations in Qatar and the Sultanate of Oman, overseeing all Hyatt brands in the region.

Recent accolades include being named Newcomer of the Year 2024 by the Karl Wild Hotel Rating in Switzerland and being included in the General Manager's Power List Middle East 2023, recognising industry leaders who set benchmarks in hospitality. I also led Switzerland's largest-ever political conference, Peace for Ukraine (June 2024), hosting over 100 delegations and nearly 60 Heads of State.

Since October 2024, I have been a member of the Board of Swiss Deluxe Hotels, became a member of the Board of Directors of the Chamber of Commerce for Central Switzerland in May 2025, and in October 2025 was elected to the Board of the Movie and TV Film Commission for Central Switzerland and Lucerne.

Childhood & Upbringing

I grew up in the Swiss alpine village of Zermatt at the foot of the Matterhorn. Raised in a family hotel, I was always hoping for a career in hospitality. Having travelled extensively from a young age, I am a third-generation hotelier.

Professional Education

I completed my elementary and higher schooling in Switzerland before undertaking chef and sommelier apprenticeships, graduating with distinction and earning the highest grade in my canton in one of the programs. I then pursued further university studies abroad in Australia (Australian International Hotel School, Canberra) and the United States (Cornell University, Ithaca).

Work and Experience

I have gained experience on various continents and across many countries, such as Switzerland, Germany, the United States, Australia, Russia, the UAE, Oman, Qatar, and India.

Before joining Hyatt, I worked with several luxury boutique hotel operators as well as Hilton. My background spans luxury, upscale, and select-service operations in both urban and resort environments. I also bring extensive pre-opening expertise, having overseen multiple hotel developments and openings as Area Vice President.

I joined Hyatt in 1999, where I spent most of my working life. I started at the Hyatt Regency Dubai, followed by the Grand Hyatt Muscat, Park Hyatt Moscow, Grand Hyatt Dubai, Grand Hyatt Doha Hotel & Villas, and the Grand Hyatt Mumbai Hotel & Residences before moving to the Waldorf Astoria Lusail Doha as pre-opening Managing Director and at the same time to Aureus Advisors as CEO.

In my previous role as Managing Director of the Waldorf Astoria Lusail Doha, we opened the hotel in record time ahead of the FIFA World Cup 2022, positioning the resort at the top-end of the market and securing the number-two RevPAR position in its first full year of operation.

Through Aureus Advisors, I continue to consult and share insights with industry professionals, hotel operators, and owners as part of my commitment to the company. We have been involved in several consultancy projects in the Middle East and Switzerland over the past years.

Passion for Operations, Associates, and Owners

My professional roots lie in food and beverage, and I have launched numerous successful concepts over the past decades. Many have become benchmarks and were replicated across Hyatt operations globally.

I believe that restaurant concepts must tell a story, evoke emotion, and become destinations in their own right. My involvement spans concept creation, marketing, design, and training to ensure that every venue delivers on its vision.

I excel in guest engagement and value a flat communication culture where associates at all levels feel supported and empowered. Having worked with highly diverse teams, I have successfully led workforces comprising up to 72 nationalities.

Job satisfaction is a core leadership principle for me—balancing empathy with accountability to achieve strong results. Under my leadership, both employee and guest satisfaction scores have consistently increased, delivering higher profitability and lower staff turnover.

Engaging meaningfully with owners—whether individual investors or multinational groups—is equally essential. Transparent communication and constructive collaboration ensure long-term alignment and sustainable success. I also bring extensive experience handling union matters and negotiating effectively with employee representative bodies.

My View on Business and Leadership

I believe in continuous innovation and ongoing evaluation of systems and processes. Implementing technology, clustering functions such as finance, marketing, purchasing, and human resources, and improving operational structures have proven essential in recent years. These strategies allowed the hotels under my leadership to respond quickly and decisively during the COVID-19 crisis—actions that were later replicated by others.

I value calculated risk-taking, experimentation, and learning from setbacks. Teams thrive when they understand the “why and how,” supported by leaders who communicate clearly and lead from the front. I have authored two papers, *Learning from the COVID-19 Crisis* and *Emerging Leaders During a Crisis*, both published in hospitality journals.

Board Appointments, Advisory and Consultation Work

I currently serve on several boards and advisory groups, including Swiss Deluxe Hotels (Switzerland), the Chamber of Commerce for Central Switzerland, the Della Leaders Club Hospitality & Travel Committee (India), the Alumni Board of the Blue Mountains International Hotel Management School (Australia), and the TV Film Commission for Central Switzerland and Lucerne.

I am also an appointed Ambassador of Tourism for Zermatt and do consulting work through Guidepoint Advisors on a regular basis. In addition, I was a regular guest columnist for BW Hotelier and have been published by Horizon Hospitality. I previously served on the Board of the Indo-American Chamber of Commerce in India, one of the largest such organisations on the sub-continent.

The Family and What Makes Me Tick

I am married to Rachel, originally from Australia, and we have two children, Ashley (20) and Lex (17), both born in Dubai.

Outside of hospitality, my greatest passion is motorbiking and exploring new territories. I have toured destinations such as Bhutan, Lesotho, Vietnam, and South Africa.