



Mark Hehir

Hospitality Leader
Australian
Location: Dubai, UAE

Phone: +971528822225

Email: mark.hehir@hotmail.com

LinkedIn: www.linkedin.com/in/markhehir

Summary

My leadership style integrates components from various methodologies to ensure operational efficiency, exceptional guest experiences, and robust team dynamics.

Leading with a servant-orientated and transformational leadership style that is highly focused on adaptability, strategic planning, and collaboration. I effectively navigate the complexities of managing a large hotel by blending these approaches, nurturing a positive work environment that enhances employee morale and guest satisfaction while ensuring operational excellence.

I have held key leadership positions, including CEO and GM, in boutique luxury resorts and large-scale hotels, with a concentration on senior leadership for the past twenty years. Furthermore, I have exhibited proficiency in the management of food and beverage operations and commercial activities in hotels. I was a member of the inaugural staff at Crown Casino in Melbourne.

I am currently the General Manager of the hotel, where my primary objective is to increase the hotel's commercial success. I am also responsible for the redevelopment planning of Jumeirah Zabeel Saray, a luxury hotel and resort with over 400 rooms, as well as residences. Additionally, I completed my MBA in strategic management and leadership at York St. John University (UK) this past December.

Core Competencies/Skills

- Strategic Planning
- Revenue Management
- Sales & Marketing
- Operational Efficiency
- Team dynamic and leadership
- Customer Service Excellence
- Financial Acumen
- Successful Opening experience
- Casino, Hotel, resort and residential experience

Experience

Jumeirah Zabeel Saray

MARCH 2022 - CURRENT

General Manager

- 406 keys, 36 royal Residences, 780 employees, 11 Excom
- Developed the concepts for a Master plan for the Hotel Renovation
- Developed the 5-year Financial plan post-renovation, presented and approved.
- Implemented a program to manage and uplift the hotel guest experience - Quality Assurance
- Improved employee engagement 4.08 to 4.42 (Gallup)
- Improved NPS Score YOY by 10 points.
- Developed and Opened the beach club ZENZI BEACH
- Developed and Opened a Japanese restaurant - TORI TORI
- Contracted an Operator to activate the Zabeel Theatre as a Broadway-style theatre
- Developed programming for the Festive period to elevate and activate the guest experience.

The Ritz-Carlton Maldives, Fari Islands

JANUARY 2020 TO MARCH 2022

General Manager

- Responsible for a successful pre-opening on Budget, with an 8-month delay and in Covid-19 times, setting all Sales, Marketing, and Operations strategies with a successful launch.
- Successfully guided the opening to a profit in its first operating month, and achieving all financial targets YTD, and exceeding Q4 Budget & forecast.
- Overseeing 8 Guidance team members, who manage 430 Ladies and gentlemen.

<https://www.ritzcarlton.com/en/hotels/maldives-fari-islands>

The Small Maldives Island Company

MAY 2015 TO DECEMBER 2019

CEO, Curator & Shareholder

As CEO, Curator (Group GM) my role has two key responsibilities.

1. Primary role: Hands on role as GM of Amilla Fushi
2. Second property (FINOLHU) : Strategic oversight for design, concept development, opening, Sales and Marketing and operations of the second property, Resort manager reporting to me directly.

www.tsmic.mv (group website)

www.amilla.mv (primary role as GM)

www.finolhu.mv (sold May 2019- and not currently managed by TSMIC)

Job function responsibilities;

- Business Development - Revenue Management, Sales, Marketing and PR
- Operations - Via weekly contact with the Resorts Managers, on property reviews and development .
- Finance & Owner Relations - Daily liaison with our Group FC resort financial management
- Human Resources - Guiding our Group HR & Directors Vision & Strategy - Key Recruitment
- 4 direct reports, Overseeing 400+ staff (current) previous 700 staff and 6 Direct Reports.

Achievements:

- Built a revenue and Sales structure from ground up, developed strategies on all markets.
 - Double digit growth Year on Year, Both resorts
 - Attracted and retained high level clientele Celebrity, A List and HNW customers and influencers
 - Negotiation & setup of world class partnerships; UFC Gyms, 1 OAK New York, AMFAR, Leo DeCaprio Foundation, Prince Albert of Monaco foundation.
 - FINOLHU Development - Created, designed and opened the resort from ground up, a complete 360 project.
 - FINOLHU - Cashflow positive from opening.
 - Amilla Fushi - Completion of Residences, resort public areas
 - Restaurant Concepts: FEELING KOI, KANUSAN, FISH & CRAB SHACK
 - Awards & Recognition : CNT Hotlist & Gold List
 - 2018 Maldives Tourism Personality of the Year.
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One&Only Reethi Rah

FEBRUARY 2011 - MAY 2015 - 4
YEARS, 4 MONTHS

General Manager

<https://www.oneandonlyresorts.com/one-and-only-reethi-rah-maldives>

People:

- Capsulized the DNA of One&Only Reethi Rah, defined & transformed it into the training and work place practices
 - Culture transformation using internal people focus, using culture building tools such a FISH Philosophy and "Start with Why" to ensure there is depth and emotional connection to the resort product
 - Restructuring of key departments to give operational efficiency
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Innovation:

Product development, design, and revenue generation:

- Spa: Watsu Pool, Implementing monthly visiting Practitioner program, bringing a world class Hairstylist
- Fitness: Introducing Bodyism, developing the fitness center and the offerings
- The Chef Garden, Tapanyaki under the stars, The Beach Club & Restaurant
- Family: Artists Studio including pottery and painting, Maldives first Climbing Wall & Gold Simulator, creation of One Tribe for tweens, The Lawn Club (Lawn Bowls)
- Events: Creation of Theatrical festive events, Reeth Rouge, Charlie & the Chocolate Factory, Mad Hatters tea party
- Retail: Creation of 3 new retail boutiques in Fitness and Beach ware.
- Villa product: Created the new "Grand Sunset Residence" & outdoor shower for Pool Villas, plus an internal full makeover of Bathroom Amenities

Sales & Marketing:

- Rebuilding wholesale markets and relationships with key suppliers and developed new markets, at the same time has grown direct retail business with focused strategies
- Developed a strong revenue management strategy that has continued success.

Results:

- Continued Year on Year growth in Revenues and Profitability out pacing competitors.
- Exceeding expectations of all stakeholders.

Minor International

MAY 2007 - FEBRUARY 2011 4
YEARS

General Manager - Resorts

Over 4 years with Minor, 2007 I opened Anantara Seminyak in Bali, 2008 was asked to move to Thailand to rebrand and open Anantara Sikao.

2008 I was also asked to take over Anantara Phuket, and handle both resorts until we handed over Anantara Si kao to another GM.

Continued to Run Anantara Phuket, until was approached to move to One&Only Reethi rah.

Awards: Entrepreneur of the Year for Minor International 2010

Anantara Phuket - Thailand

MARCH 2009 - FEBRUARY 2011

General Manager

<https://www.anantara.com/en/mai-khao-phuket>

Asked to take over the Flagship resort for Anantara at the time, whilst managing the Anantara Si Kao.

- Refined and developed food and beverage concepts
- Refined butler services
- Developed annual music and fashion festival
- Active in Sales and marketing to support the team
- Awards: Entrepreneur of the Year for Minor International 2010

Anantara Si kao - Thailand

JUNE 2008 - JUNE 2009

General Manager

Re Branding and positioning and Opening as Anantara Si Kao within 6 months.

- Re worked Food & Beverage concept, Rooms and public areas
- Developed Wellness 360 concept for our Spa, creating the team and menu offerings, marketing and driving the concept.
- Focussing on Sales and Marketing to drive awareness to the property, DMC and International operators

JULY 2007 - JUNE 2008

Anantara Seminyak - Bali Indonesia

General Manager

Pre Opening and Opening on time with in budget

- Developed the F&B offering
- Suite interior look and feel
- Sales and marketing positioning of the resort
- Created the SOS concept, drawing and selected interiors
- Created the Penthouse drawing and selected interiors.

After opening successfully was asked to move to Thailand to our next opening.

Huvafen Fushi - Maldives

AUGUST 2005 - JULY 2007 2 YEARS

Area General Manager

Per Aquum Resorts

- Maintained close guest, wholesaler and key media contacts
- Drove positioning to No 1 in our comp set
- Created, Developed and Launched "Huvafen Fushi" CD with Ravin for world wide distribution.
- First to bring celebrity DJ's to Maldives
- Overseen The Underwater Spa interior redevelopment
- Fine tuned resort services and F&B offerings
- Promoted to Area GM, I was also responsible for the management of Dhoni Maghili island and boat operations.
- Concept & project development for Per Aquum Seychelles & new Maldives resorts

Hilton International

NOVEMBER 1997 TO AUGUST 2005
(8 YEARS)

Executive Chef promoted to Director of Food & Beverage

Started in 1997 as executive Chef to open The World Trade Center Club, Colombo, Sri Lanka by Hilton International

Over 8 years, I was asked to move to Maldives, then Tokyo and finally Malaysia to open the flagship hotel as Food and beverage Director.

Hilton Kuala Lumpur

AUGUST 2003 TO AUGUST 2005 2
YEARS, 1 MONTH

Director of Studio (Food & Beverage)

After 8 years with Hilton International this was my final role.

- OPENING TEAM
- Created, Developed and opened the operating concept for STUDIO (The F&B offering for Hilton Kuala Lumpur)
- Managed and grew the business levels to a highly successful business results
- Strongly involved and planned all Interiors, layouts of Restaurants and kitchens in the entire Hotel
- Selected all FF&E and Marketing materials
- Hired all the key people including executive Chef and all service team members
- Drove the Marketing and positioning of Studio as part of the launch and daily operations

Hilton Tokyo - Japan

JULY 2001 TO JULY 2003

Chef De Cuisine / Manager - Twenty One Restaurant

Marketed and positioned our French restaurant, using Japanese ingredients with French culinary techniques.

- The restaurant food was featured in many Japanese Food & lifestyle magazines, newspapers and pre recorded cooking TV shows and live TV interviews.

- Asked to Guest Chef in Australian Embassy, Aids Foundation with (AUS / Japanese) Chef Tetsuya Wakuda and various promotions in Other Hiltons in Japan and Guam

Hilton Rangali - (CONRAD) - Maldives

NOVEMBER 1998 TO JULY 2000

Executive Chef / Food & Beverage Director

OPENING TEAM, Employed as Executive Chef, then assumed the dual role in 2000 and oversaw the departments, developed and created new Food & Beverage offering for the resort, before leaving for Tokyo Hilton in view of moving to assume the Food & Beverage Director role for the new Opening of Hilton Kuala Lumpur.

The World Trade Center Club, Colombo, Sri Lanka by Hilton International

NOVEMBER 1997 TO NOVEMBER 1998

Executive Chef

Opening Team, After One year of concept development and opening of Deli Market in the WTCC, I was asked to move down to assist with the Opening and become Executive Chef for Hilton Rangali Maldives.

Crown Casino - Melbourne Australia

SEPTEMBER 1995 TO SEPTEMBER 1997 2 YEARS , 1 MONTH

Chef de Cuisine

Opening Team, lead the menu and concepts for Cervo, The Conservatory and finished working with the Junket catering and special projects. Was head hunted to leave to join Hilton International.

Gosforth park Hotel - England

OCTOBER 1994 TO SEPTEMBER 1995 (1 YEAR)

Executive Sous Chef

Gosforth park position after the Dorchester was made to be with my Newley wed wife, before heading back to Australia.

The Dorchester - London

NOVEMBER 1992 TO OCTOBER 1994
2 YEARS

Chef de partie

Worked in the Main Kitchen after the full renovations of 1990 under Willi Elsener -The Grill Room - All Sections
State Banquettes & Polo Matches for The Royal family

Hotel Como - Melbourne Australia

NOVEMBER 1990 TO OCTOBER 1992
(2 YEARS)

Head Chef

Burswood Casino - Crown - Perth Australia

JANUARY 1988 TO OCTOBER 1990

Chef de partie

Travel Lodge - Melbourne Australia

JANUARY 1984 TO DECEMBER 1988

Apprentice Chef

Completed my 4 Year cooking apprenticeship.

Education

YORK ST. JOHN UNIVERSITY, UNITED KINGDOM

OCTOBER 2023 TO JUNE 2024

MASTERS IN BUSINESS ADMINISTRATION
STRATIGIC MANAGMENT AND LEADERSHIP

**LINCOLN UNIVERSITY OF BUSINESS &
MANAGMENT**

OCTOBER 2023 TO JUNE 2024

OTHM LEVEL 7 DIPLOMA IN STRATIGIC MANAGMENT AND LEADERSHIP
European Qualifications Framework (EQF) Level 7

Box Hill Institute - Australia
Cooking Apprenticeship

JANUARY 1984 TO DECEMBER 1988

Watsonia Technical School

1978 - 1984