

## ANE ECHEVERRIA

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### PERSONAL SUMMARY:

Dedicated and innovative hotelier with over 20 years of experience in lifestyle and luxury hospitality in Europe, North America, and the Middle East. Adaptable and transformational hands-on leader with a long history in Operations Management and Sales & Marketing. Provides a human and harmonic approach to business environment needs. Dynamic and motivating personality with progressive experience in strategic planning, operational efficiency, developing leaders, and creating goal-oriented teams.

### CAREER HISTORY:

#### **General Manager Casa Polanco**

**01/2025**

A luxurious boutique hotel situated in Mexico City's upscale Polanco neighborhood, directly overlooking Parque Lincoln. Housed in a meticulously restored 1930s Spanish Revival-style mansion, the hotel offers an intimate atmosphere with 19 uniquely designed suite

#### **General Manager The Ocean Club, a Luxury Collection Resort, Marriott (DR) 02/2023 – 11/2024**

This beach front resort and luxury residential complex is located in the Dominican Republic. With 64 luxurious bedrooms and suites, private ownership rental program, 3 infinity pools and 5 first class venues. Responsible for all aspects of the hotel performance and operation, including guest and team members satisfaction, financial performance, residential owners and investors' relations. Year-end Intent To Recommend 82.2, number 7 CALA and 93 in Brand Standard Audit.

#### **Director of Operations at Grand Hyatt Playa del Carmen Resort (Mexico) 09/2021 – 08/2022**

With 314 guest rooms and suites this luxury beach resort is located downtown Playa del Carmen offering a large conference and events facilities, 5 outlets and Spa. Responsible for maintaining a smooth operation, developing and implementing strategies to exceed the needs and expectations of the customers, team members and owners. Record figures in Spa, F&B, ancillaries and upsells revenues.

#### **Deputy General Manager at Amàre Beach Hotel Marbella (Spain)**

**03/2019 – 08/2021**

This sophisticated 236 guest rooms hotel has 6 venues, including a Latin American pop-up by Michelin Star chef, Beach Club and signature Spa.

Beautifully curated daily entertainment offerings position this property as the place to be for hotel guests and locals in Marbella.

Exceeded 2019 budget and KPIs, guest satisfaction by 0.6 (9.1 on Review Pro and over 93% on mystery guest and brand standards scores.

Task force post COVID reopening of three properties for operational excellence.

**General Manager at Hotel Boca Chica – Marriott (Mexico)****02/2018 –03/2019**

Formerly the 1950's playground of the Hollywood elite, the 38 rooms and suites full service boutique hotel includes a spa, lounge bar, boutique, restaurant and private a pier.

Promoted and partnered with top TV producers and fashion brands to reposition this flagship property. Re-designed events sales and management, hosting the largest and most profitable events in its history. Exceeded rooms, F&B and events budgeted revenues and GOP

**Director of PR & Marketing at Four Seasons Resort Punta Mita (Mexico)****08/2015 – 01/2018**

An ultra luxury beachfront Resort and Luxury Residential set on 400 acres. An extensive culinary offering with 9 venues, 2 golf courses, Tennis Club and Spa.

Developed and executed Marketing & PR plans aligned with the different Sales strategies maximizing media & online exposure in key feeder markets and business segments. Engaged target audience boosting brand and destination awareness partnering with A list celebrities and luxury brands.

**Executive Assistant Manager at Fairmont Acapulco Complex (Mexico)****05/2013 – 03/2015**

With 1230 guest rooms, 34 private villas, 24 conference rooms, Willow Stream Spa, 2 golf courses, 14 venues and ATP tennis facilities Fairmont Acapulco Complex was one of the largest luxury resort in Latin America.

Responsible for maintaining a smooth operation, developing and implementing strategies that deliver experiences to exceed the needs and expectations of the brand's target customer, team members and owners.

-Exceeded 2013 & 2014 budget and KPIs, during uncertain times with a major safety crisis and post hurricane reconstruction.

**STARWOOD HOTELS & RESORTS (EAME)****2007 –2013**

S&M Manager at Hotel Marqués de Riscal, a Luxury Collection (Spain)

Sales Executive at Sheraton Khalidiya Hotel (UAE)

Guest Services Supervisor at Sheraton Belgravia Hotel (UK)

Public Relations Manager at Sheraton Fuerteventura (Spain)

**IBEROSTAR (SPAIN)****2002 -2007****ACADEMIC QUALIFICATIONS:**

**2018 - Universidad Americana de Acapulco (UAA)** -Degree in Abilities for Hospitality

**2007- Universidad Las Palmas de Gran Canaria (ULPGC)** – Master's degree in Hotel Management

**2006- Intensivkurs, A1 to C1 in German.** Goethe-Institut, Berlin and Göttingen

**LANGUAGE KNOWLEDGE**

Native Spanish and Basque

Fluent English and German

Beginner French

**IT KNOWLEDGE**

Microsoft Office Package, SAP and Oracle; Opera PMS, OVOS, S&C and Symphony Micros