



ANE ECHEVERRIA

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PERSONAL SUMMARY:

Luxury hospitality executive with 20+ years of international experience leading ultra-luxury hotels, resorts and lifestyle properties across Europe, Mexico, the Caribbean and the Middle East. Proven track record driving operational excellence, guest satisfaction, commercial performance and owner relations for leading brands including Marriott, Hyatt, Four Seasons, Fairmont and Leading Hotels of the World. Experienced in luxury repositionings, hotel openings, F&B concepts, revenue growth and high-performing team development.

CAREER HISTORY:

General Manager at Casa Polanco CDMX -LHW (Mexico)

02/2025 - Present

Casa Polanco, an ultra-luxury boutique hotel that features 19 rooms and suites, highly personalized service, bespoke guest experiences, refined culinary offerings and a strong focus on art. Casa Polanco is the only hotel in Mexico City with two Michelin Keys. Responsible for all aspects of the hotel performance and operation, including guest and team members satisfaction, financial performance and owners' relations. Top 3 ADR-performing hotels in Mexico City in 2025, ADR grew by 14%, and occupancy increased by 8 percentage points compared to 2024. LQA performance increased by 5.6 and guest satisfaction scores remained above 95% in 2025.

General Manager at The Ocean Club - Marriott (Dominican Republic)

02/2023 – 11/2024

Directing the comprehensive performance of an ultra-luxury beachfront resort and residential complex, overseeing 86 rooms/suites, a residential rental program, a Spa by L'Occitane, and three infinity pools. Led a remarkable operational recovery, rising from the lowest ITR ranking in the Americas to the Top 7 within 12 months; strategically expanded the culinary portfolio with Aguaji by Chef Tita (50 Best List) and exclusive brand partnerships like the Veuve Clicquot Sun Club.

Director of Operations at Grand Hyatt Playa del Carmen Resort (Mexico)

09/2021 – 08/2022

Managed the 314-room luxury operation, including five F&B outlets, extensive events facilities, and a destination spa. Successfully navigated the complexities of a COVID-era launch, outperforming initial budget projections and corporate KPIs despite global travel restrictions. Spearheaded a high-impact ancillary revenue strategy that surpassed annual upselling goals by 15% and drove significant profitability.

Deputy General Manager at Amàre Beach Hotel Marbella (Spain)

03/2019 – 08/2021

Overseeing operations for a sophisticated 236-room luxury hotel, featuring 6 high-volume venues, a premium Beach Club, and a full-service Spa. Exceeded 2019 budget, upsell goals and KPIs. Increased Guest satisfaction by 0.6 (9.1 on Review Pro and over 93% on mystery guest and brand standards scores. Opening of Hayaca Latin American Pop Up by Chef Mauricio Giovanini (Michelin Star at Messina).

General Manager at Hotel Boca Chica – Marriott Int (Mexico) **02/2018 –03/2019**
Overseeing a historic, full-service boutique hotel, featuring a luxury spa, lounge bar, restaurant, and private pier. Directed all facets of the operation, consistently increasing profit and market share while maintaining peak satisfaction scores for guests and team members. Surpassed the 2017 fiscal targets and exceeded all annual budget KPIs.

Director of Marketing and PR at Four Seasons Resort Punta Mita (Mexico) **08/2015 – 01/2018**
Set on 400 acres, the 177 rooms and suites resort has 85 villas and residences, 9 venues, 2 golf courses 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 – 04/2015**
With 1230 guest rooms, 34 private villas, 24 conference rooms, Willow Stream Spa, 2 golf courses, 14 venues and ATP tennis facilities Fairmont Acapulco was one of the largest luxury resorts in Latin America. Assisted the Managing Director in managing the daily operations and implemented profit-maximization strategies that balanced high-yield revenue growth with exceptional luxury service delivery for guests, team members, and owners. Exceeded 2013 and 2014 budget and KPIs despite a severe regional safety crisis and extensive post-hurricane reconstruction.

Sales & PR Manager at Hotel Marqués de Riscal, a Luxury Collection (Spain)	10/10-05/13
Sales Executive at Sheraton Khalidiya Hotel (UAE)	08/09-08/10
Guest Services Supervisor at Sheraton Belgravia Hotel (UK)	08/08-08/09
Public Relations Manager at Sheraton Fuerteventura (Spain)	10/07-08/08
Assistant Front Office Manager at Iberostar La Bocayna (Spain)	2002 -2007

ACADEMIC QUALIFICATIONS:

2018 -2019: Universidad Americana de Acapulco (UAA) -Degree in Abilities for Hospitality
2003- 2007: Universidad Las Palmas de Gran Canaria (ULPGC) – Masters Degree in Hotel Management
2005-2007: Intensivkurs, A1 to C1 in German. Goethe-Institut, Berlin and Göttingen

LANGUAGES

Native Spanish
Native Basque
Fluent English
Fluent German
Beginner French

SYSTEMS

Microsoft Office
Oracle Opera PMS, S&C and OVOS
Oracle Symphony and Micros
HotSOS