



Mark Hehir

CEO, Curator & Shareholder of The Small Maldives Island Co.

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Passionate hospitality leader:

Creator, developer & operator. D.O.B - 20/06/1968, Married no children, Australian National.

“As a leader in 2019 you must be Powerful, show Positivity & take Ownership in all you do !” - Mark Hehir

With over 35 years in the hospitality industry, and a successful proven track record from Operations to CEO.

Currently employed: As CEO of The Small Maldives Island Company.

Private Consulting Services: (Resort Management + Hospitality Services) under "Boutique Luxury Resorts" & "NAHMA Hospitality"

Inspired Leadership:

I thrive in driving unique, inspired products and experiences that capture emotion & market share for our resorts.

Previously General Manager of famed One&Only Reethi Rah Maldives I continued to develop and innovate with positive results, exceeding customers & shareholders expectations.

Focused on resort concept development, increased customer retention, positive feed back by strengthening the offering, by developing new innovations in public areas and villa (rooms) developments.

A Proven successful track record:

Managing & developing high end 5 star Luxury resorts in Asia such as CEO TSMIC and General Manager One&Only Reethi Rah, Amilla Fushi and Finolhu Maldives, Huvafen Fushi Maldives , Anantara Phuket Villas, and Anantara Seminyak

My Value Proposition:

Maldives Specialist in Luxury Hotel & Resorts since 1997, proven commercial success in Maldives, experience in 8 openings in Asia and Australia of Hotels and Resorts, two as General Manager

Strengths:

Product creation & Innovation (Resort / Wellness / F&B) , people development, service excellence & development, S&M strategies , revenue creation and maximised profitability Specialties:

Inspiring others to connect emotionally to what they do best.....Start with Why !

Key Achievements:

Eight Resort and Hotel openings / Rebranding

- Three as General Manager / CEO
- Five as Operations / Exec Chef Roles

Complete Resort Concept, design, development & pre + post opening on time & budget.

EXPERIENCE

May 2015 to
Present

The Small Maldives Island Company

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.

February 2011 -
May 2015 - 4
Years, 4 months

One&Only Reethi Rah

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

Innovation:

Product development, design, and revenue generation:

- Spa: Watsu Pool, Implementing monthly visiting Practitioner program, brining a world class Hair stylist
- Fitness: Introducing Bodyisim, 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” & out door shower for Pool Villas, plus internal full make over 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.

May 2007 -
February 2011 4
Years

Minor International

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

March 2009 -
February 2011

Anantara Phuket - Thailand

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

June 2008 -
June 2009

Anantara Si kao - Thailand

General Manager

Re Branding and positioning and Opening as Anantara Si Kao with in 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.

August 2005 -
July 2007 2
Years

Huvafen Fushi - Maldives

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

November 1997
to August 2005
(8 years)

Hilton International

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 ti open the flagship hotel as Food and beverage Director.

August 2003 to
August 2005 2
Years, 1 Month

Hilton Kuala Lumpur

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

July 2001 to
July 2003

Hilton Tokyo - Japan

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 recored 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

November 1998
to July 2000

Hilton Rangali - (CONRAD) - Maldives

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.

November 1997
to November
1998

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

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.

September 1995
to September
1997 2 Years , 1
month

Crown Casino - Melbourne Australia

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.

October 1994 to
September 1995
(1 year)

Gosforth park Hotel - England

Executive Sous Chef

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

November 1992
to October 1992
2 Years

The Dorchester - London

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

November 1990
to October 1992
(2 years)

Hotel Como - Melbourne Australia

Head Chef

January 1988 to
October 1990

Burswood Casino - Crown - Perth Australia

Chef de partie

January 1984 to
December 1998

Travel Lodge - Melbourne Australia

Apprentice Chef

Completed my 4 Year cooking apprenticeship.

EDUCATION

January 1984 to
December 1988

Box Hill Institute - Australia

Cooking Apprenticeship

1978 - 1984

Watsonia Technical School