



# SALIM TOUMA

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## PROFESSIONAL SUMMARY

Throughout my 25-year career, I have been at the forefront of successful business restructuring and crisis management efforts. I have consistently delivered revenue growth for top multinational hotel brands including Marriott International, Intercontinental Hotels Group, Dusit Hotels, and other luxury establishments. In my senior management role, I have demonstrated exceptional abilities in overseeing regular and distressed business operations, enhancing overall business functions, managing budgets, devising strategic plans, and implementing policies to drive us towards achieving our business objectives. My track record includes not only elevating business revenue through property and operational process restructuring but also navigating through crises and establishing successful new business units within the organization. I have a knack for identifying lucrative business opportunities, monitoring financial activities, and formulating potent domestic and international sales and business development strategies. Additionally, I have cultivated strong relationships with crucial external contacts such as the Internal Revenue Service, external attorneys, public accountants, and government officials, highlighting my ability to foster and maintain fruitful working alliances

## EXPERIENCE

**HOTEL GENERAL MANAGER** September 2022 - Current  
Grand Hotel Bucharest | Bucharest, Romania

- Spearheaded the rebranding of the property and the overall business restructure
- Re-structured the hotels' organizational structure and reduced the high employee turnover post the rebranding
- Planned the hotel a phased soft refurbishment project including rooms facelift, upgrading the conference halls and the ballrooms
- Introduced 2 new food and beverage outlets
- Changed the Hotel MIS including PMS, POS & full ERP system
- Reduced Cost ratio By 32% compared to 2019 (during the hotel management tenure)
- Restructured the sales department and introduced a Social Event management section which increased sales turnover in this segment
- Setup the overall Ecommerce business for the hotel including a seamless connectivity between the PMS through channel manager to the major GDS, IDS, OTAs
- Increase the hotel GSS score from 3,5 points 2021 to 4,3 points in 2023.

**DIRECTOR OF OPERATIONS, PRE-OPENING HOSPITALITY DIVISION** January 2022 - August 2022  
Al Emadi Enterprises | Doha, Qatar

- Tasked to setting up the overall operations of Al Emadi enterprises group hospitality special projects
- Prepared all the operations standards, services and operational workflow
- Secured all the services subcontracts, laundry, catering, cleaning at competitive pricing which insures minimizing operational cost in a very high services demand period

- Set up the manning structure and insured reducing labour cost by creating a sustainable employment strategy and integrating 3 main components, part time employees, full time employment and internship which reduced the overhead burden
- Negotiated services contracts with multiple suppliers and ensured the highest quality services at reasonable cost.

#### PRE-OPENING GENERAL MANAGER

January 2020 - January 2022

Marriott International | Accra, Ghana

- Prepared the critical path plan and setup the road map for the hotel opening
- Conceptualized the hotel's operations
- Prepared all SOE and FF&E list in accordance with the management company standards and procured all
- Setup the hotel's operations infrastructure, IT, MIS and enforce the control measures
- Prepared the hotel's pre-opening budget, manning guide and commercial action plan
- Worked closely with the hotel's contractors, asset management, Hotel Owners, Hotel Management and prepared for takeover.

#### CLUSTER GENERAL MANAGER

January 2018 - January 2020

RDK Group of Companies | Dubai, UAE

- Secured a tour series contract benefiting three properties with over 5 million increment revenue in all three properties
- Reduced expenses of 48% of the group through variety of cost cutting and productivity improving initiatives
- Restructured the hotel organization chart and reduce overhead by 35% through aligning both the administration and sales functions
- Contributed in establishing a centralized purchasing department, renegotiated all existing suppliers' contracts as well as reduced overall operational cost by 28%
- Achieved a breakeven GOP in the first six months of own employment and 58% GOP in the first module of the year 2019.

#### GENERAL MANAGER

January 2013 - January 2018

Donatello Hotel | Dubai, UAE

- Successfully converted 78 units' property from a stagnant hotel apartment to licensed four stars' hotel with 132 rooms, while keeping the hotel operational and guest accessible
- Improved business revenue by 40% by increasing the number of sellable units as well as food and beverage outlets
- Enhanced the revenue by restructuring room sizes and space as well as extra rentable space and accommodation units
- Reduced and controlled company expenses by restructuring the employees' positions and introducing a job combination structure, which resulted in cost reduction by 28%
- Secured long-term guarantee advance purchase contract with over AED2M dirhams annually with an international tour operator.

#### GENERAL MANAGER

January 2011 - January 2012

Coral Boutique Hotel Apartment | Dubai, UAE

- Introduced an outside catering service, which catered for Dubai Racing for two consecutive years as well as exchanged the long term contracts with short term businesses, which supported in increasing the ADR and yield
- Achieved an ADR of AED580, the highest among all competitive set and achieved number 2 RGI
- Refurbished the property in six months' record time and increased the online revenue contribution to 35% of the business
- Grew the business revenue to AED1.5M annually by launching two Extra food and beverage outlets.

VP Sales and Revenue Management

January 2009 - January 2011

Hospitality Management Holdings | Dubai, UAE

- Managed the Revenue and Sales Department of 40+ Hotels and increased the Corporate Sales Business by 60%
- Generated 2 million USD Business in per Year
- Introduce the first of its kind 360-degrees E-commerce department and generates 1.2 million USD Online business in the first year.

Director of Revenue Management

January 2007 - January 2009

Dusit Thani | Dubai, UAE

- Managed the Revenue and Sales Department of a 321 Rooms, 5-Star Hotel in Dubai, UAE.

Cluster Revenue Manager

January 2005 - January 2007

Intercontinental Hotels Group | Muscat & Salalah, Oman

- Managed the Revenue and Sales Department for multiple properties in Muscat & Salalah, Oman.

Revenue Manager

January 2002 - January 2005

Crowne Plaza | Beirut, Lebanon

- Managed the Revenue and Sales Department of a 200 Rooms, 5-Star Hotel in Beirut, Lebanon.

## ACCOMPLISHMENTS

Successfully turned around a struggling private hospitality company that was experiencing financial losses. This was achieved by restructuring the business, settling outstanding debts, and securing long-term profitable deals. Additionally, demonstrated strategic financial management skills by significantly reducing overhead costs for a hotel group, while maintaining operational efficiency. Successfully launched a 253-room hotel despite limited working capital, and managed to turn a profit within the first three months of operation through accelerated business growth, debt management, and operational optimization. Led the rebranding and transformation of a boutique hotel, upgrading it from a hotel apartment to a four-star establishment. Took charge of the opening and operation of over 40 hotels for a major hotel management company, and was recognized as the youngest executive to oversee the sales and revenue department. Achieved an outstanding 300% online revenue growth, generating AED4.5 million in just one year for a small company (HMH).

## SKILLS

- Crisis Management
- Contract Negotiations
- Business Profitability/Growth
- Staff Development Programs
- Graphic Design using Adobe CS6
- Database Management
- Microsoft Project Management
- Various Hospitality Management Software (Finance, PMS, POS, FMC)
- Financial Management
- E-Commerce and CRM
- Operational Management/Restructuring
- Problem Resolution
- E-commerce and Online Distribution
- HTML, CSS, Java, & PHP
- CRM and Sales Force Automation
- Cost Reduction and Saving
- Cash Flow Optimization
- Online Sales and Marketing
- Pre-opening and re-opening Expert
- 3D design using Sketch it
- Web Design
- Loyalty Management

## CAREER EXPERIENCE

During my time as the Hotel General Manager of Grand Hotel Bucharest, I successfully led the rebranding of the property, resulting in a reduction in employee turnover and the implementation of cost-cutting measures that led to a 32% reduction in cost ratio. I also managed a phased refurbishment project and introduced new food and beverage outlets. Additionally, I established the hotel's E-commerce business and significantly improved the hotel's GSS score.

In my role as the Director of Operations, Pre-Opening Hospitality Division at Al Emadi Enterprises, I was responsible for setting up operations and securing subcontract services at competitive pricing, demonstrating strong negotiation skills and strategic planning.

During my tenure as the Pre-Opening General Manager at Marriott International, I prepared the critical path plan and set up the hotel's infrastructure, IT, MIS, and control measures, contributing to the successful conceptualization of the hotel's operations and the preparation of the pre-opening budget.

As the Cluster General Manager at RDK Group of Companies, I focused on increasing revenue and implementing cost-cutting initiatives. I also secured a tour series contract benefiting three properties, demonstrating strong sales acumen and financial management skills.

Finally, as the General Manager of Donatello Hotel, I transformed the property from a stagnant hotel apartment to a licensed four-star hotel, achieving a 40% increase in revenue. I also effectively reduced and controlled company expenses through strategic restructuring and cost management.

## EDUCATION

Master of Business Administration (M.B.A.) April 2026  
Wrexham University , North Wales Business School , United Kingdom

MBA, Business Administration June 2019  
University of Liverpool, Liverpool, UK

## DIPLOMA

Ecole Hoteliere Dekwaneh, Beirut, Lebanon

## PERSONAL INFORMATION

- Title: Multi-Property General Manager / Business Restructure & Revenue Management Expert
- Date of Birth: 08/22/77
- Gender: Male
- Nationality: Lebanese

## WEBSITE, PORTFOLIO AND PROFILES

- [www.salimtouma.com](http://www.salimtouma.com)
- Salim Touma

## CERTIFICATIONS

- Finance for non-finance Financial Management

- Project Management
- Coaching & Mentoring Skills
- Steps Program
- Cash Flow Optimisation
- Revenue Management
- Pathways Program
- Consumer Behaviour
- Problem Resolution
- Advance Leadership
- Hospitality Asset Management

## LANGUAGE

### **English**

Proficient (C2)

### **Frensh**

Proficient (C2)

### **Arabic**

Proficient (C2)

### **Polish**

Intermediate (B1)