

CHARLES OTTER

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Executive Profile

A combination of international and domestic hotel and tourism experience, people-first focus, exemplary work ethic and solid judgement has been the foundation upon which I built my career spanning Canada, New Zealand, Australia, United Arab Emirates, Russia, Latvia, Slovakia and Ukraine. Highly motivated, multi-skilled and adaptable leader with a proven ability to perform in challenging times and environments.

Currently leading a portfolio of eleven hotels and one restaurant in a regional capacity, bringing a broad experience of managing teams of staff from 20 to 450 and hotels from 164 to 1037 rooms. Excellent relationship building skills, extensive multi-cultural communication skills combined with a consultative management style, deliver an inclusive work space. I make people feel valued, create an inspiring company culture where people are given clear accountabilities and are encouraged to grow and develop.

Business priorities are always the focus, and I easily adapt based on the current situation. I thrive on creating solutions that will positively impact financial performance, as well as, sales and revenue generation. I lead by example, and my teams are able to understand the importance of return on investment, stakeholder engagement, and customer satisfaction.

Areas of Expertise

- Mastered every department, both front and back of the house, within the hotel industry
- Developed a return on investment by using a strong financial and commercial acumen with in-depth understanding of budgeting, forecasting, Profit & Loss, GOP and cash flow.
- Increased service quality by establishing new standards and operating procedures.
- People-first focus in a multicultural environment includes mentoring, building relationships, collaboration, change management, negotiations, leveraging skill sets, and problem solving.
- Increased quality standards. both with established guidelines [branded and chain hotels], and development and implementation of new standards and processes [independent hotels].
- Increasing existing business, while identifying and closing new business by building strong relationships, networks and collaborations, and teaching the sales team to win.

Professional Development

General Managers' Certification Program	<i>Radisson Hotels Business School</i>	2019
Yes, I Can! Master Trainer Certification	<i>Radisson Hotels Business School</i>	2019
Mentor Training	<i>Radisson Hotels Business School</i>	2019

Affiliations

Treasurer	<i>South Shore Multicultural Association [NS]</i>	Present
Chair	<i>Mahone Bay Tourism & Chamber of Commerce</i>	[3-years]

Testimonial

Radisson Hotel Group

“Charles injected a lot of energy into his job and achieved convincing results regularly. In his leadership role displayed great confidence and good management skills...each time his team reached milestone on time and within budget, sometimes even exceeding our high expectations”

Timm Eckle, Regional Director, Radisson Hotels

Experience

Regional Executive Director Operations *Sunray Group of Hotels [Canada]*

Sept 2020 – Present

Oversee a portfolio of 11 hotels and one restaurant. Directly responsible for operations, ensuring growth, profitability, and safety for each asset. Develop and implement strategies to increase revenues. Increase operational efficiency by enhancing organizational and administration skills of my teams through effective coaching and management development. Creating and implementing effective strategies to develop high-performing teams.

- Brands include: Marriott [Towne Place Suites and Sheraton Four Points], Choice International [Comfort Inn and Suites and Quality Hotel], Best Western Plus, Days Inn and Travelodge.
- As a result of my success as General Manager, Radisson Suite Hotel Toronto Airport [see below], I was promoted to this role in September 2020 which coincided with the continuing restrictions of COVID-19.

Key Accomplishments:

- A people-first focus results in General Managers who are more productive, efficient, organized, and profitable.
- Attracting and targeting new business segments, developing ongoing strategies to continually replace the currency lost due to market changes.
- Managing during a global pandemic required an ability to maintain productivity, ensure staff capacity and engagement, while coping with increased stress levels, the “Great Resignation” era, and ever-changing government regulations, to ensure expenses are in line with the changing revenues.
- Exceed owners’ expectations and ensure business units are optimized for efficiency and developing revenues. The result: All hotels have remained open, continued to increase revenue and now are able to strategically increase staff and spending.

General Manager *Radisson Suite Hotel Toronto Airport, Sunray Group of Hotels [Canada]* Aug. 2019 – Sept. 2020

Managed a 216 all-suite full-service hotel and meeting space, with an annual budget of over \$10 million, including 70 full time staff members.

Key Accomplishments:

- In March 2020, secured exclusive use contract with Public Health Agency of Canada for a dedicated quarantine/isolation facility. This contract ensured the financial success of the hotel during the pandemic.
- Developed new standard operating procedures [SOPs], training materials, and logs in response to the changing safety protocols and in-depth cleaning and disinfectant procedures.
- Increased occupancy rate by 4%, while maintaining average daily rate in competitive environment.
- Maximized Revenue Growth Index - by 13.2% and Net Promoter Score by 2 points to 65.1
- Enhanced on-line reputation scores and social media presence.
- Surpassed Global Review Index goal, achieving 87.8% and improved Quality Performance Assessment to 95%.

Owner / Founder

Charles Otter Inc. [Canada]

Jul 2015 – Aug 2019

Arrival to Canada gave space for development of entrepreneurial endeavors including but not limited to:

Oh My Cod! Restaurant, Nova Scotia – Co-owner

- Revamped and re-launched a successful and profitable 90-seat concept restaurant.
- Achieved annual turnover 900K in one of Canada's top 10 towns.
- The business was successfully sold in February 2019.

Tourism Industry Association of Nova Scotia

- Facilitator of National Accredited Training Programs
- Business plan collaboration and preparation to support business growth
- Launching government funded training programs

South Shore Regional Enterprise Network

- Responsible for leading economic development in the South Shore, Nova Scotia.

Oak Island Resort, Nova Scotia

- Business Development Manager, develop leisure marketing initiatives, consult on new projects

Caregiver

New Zealand

Feb. 2015 – Jul. 2015

General Manager

Azimut Hotel Saint Petersburg [Russia]

May 2013 – Feb. 2015

Managed a 1037 room, full-service hotel, with 3 food and beverage facilities, and meeting capacity for 2000 people, with an annual budget of over \$30 million [CAD], including 450 full time staff members, and 12 department heads.

Key Accomplishments:

- Successfully led the 500-room extensive renovation/reconstruction to reposition the hotel as a leading mid-market international hotel.
- Managed the hotel through the Russian financial crisis [2014].
- Increased service quality by establishing new standards and organizational change.
- Increased staff productivity, moral and satisfaction by implementing the people-focused management, communication, and collaboration style.
- Launched new corporate food & beverage [SMART] concept and strategies
- Renovated and re-launched and introduced the Sky Bar

General Manager

Radisson Hotel Group [Russia, Ukraine, Slovakia, and Latvia]

June 2001 – May 2013

Managed Radisson BLU and Park Inn by Radisson Hotels [12 years]. Multiple properties and projects, including:

- General Manager [9 years, 3 hotels]
- Pre-opening General Manager [1 year, 2 hotels] and
- Consultant General Manager [2 years, multiple properties]

Key Accomplishments:

- Introduced the first Park Inn Hotel in Russia
- Constantly recognized for delivering outstanding results in revenue, profit, customer service and staff morale.
- Re-engineered and mastermind sales teams in 5 cities.
- Awarded: **Best Fighter of the Year Award [Ask me!]**