

JULIAN GOMEZ

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PROFILE SUMMARY:

Highly experienced executive who can lead diverse teams of professionals to new levels of success in a variety of fast-paced environments. Strong business qualifications with more than 30 years of hands-on experience in conceptualisation of concepts, pre-opening, strategic and operations management, business development, project and change management, revenue and sales and marketing. Strong work ethic and approach all tasks with 'bottom to top approach' keeping all elements of teamwork and strategy.

SKILLS:

- Business Development
- Hotel Management
- F&B Management
- Conceptualisation & Branding
- Pre-Opening & Positioning
- Strategic Management
- Operations Management
- Sales and Marketing
- Financial Management
- Learning and Development
- People Management
- Project Management
- Change Management
- Revenue Management
- Organisational Policies

PROFESSIONAL EXPERIENCE:

Mar 2021 – Present

REGIONAL DIRECTOR OF OPERATIONS (ASIA-PACIFIC)
HEGLOBAL LLP – SINGAPORE

HEGLOBAL is an emerging next generation leader in international educational services by assisting students from Vietnam, Thailand, India, Nepal, Myanmar and Cambodia, study in Universities and Colleges in the United Kingdom, Australia, Singapore and the United States.

Establish agencies in Southeast Asian countries for recruitment of students
Recruit and train teams to manage the agencies
Conceptualize, plan, and execute print media and digital marketing campaigns
Responsible for the overall performance of the agencies

Oct 2020 to Mar 2021

ADJUNCT LECTURER
EAST ASIA INSTITUTE OF MANAGEMENT – SINGAPORE



Premier private Education Institutions (PEIs) in Singapore, offering a comprehensive suite of undergraduate and postgraduate programmes across major disciplines. In addition to Diploma and Advanced Diploma programmes, EAIM collaborates with 4 universities from the UK – Queen Margaret University, Edinburgh Business School (Heriot-Watt University), De Montfort University and Aston University to offer Bachelor's and Master's Degree programmes.

Diploma Programmes - Principles of Management
Accommodation Management
Dietary Hygiene & Practicum
Digital Marketing
Supervisory Skills

Advanced Diploma Programmes - Housekeeping Management
- Food & Beverage Management
Organisational Behaviour
Managerial Skills

Jul 2019 to Oct 2020

**DIRECTOR OF OPERATIONS /
GENERAL MANAGER – PRE-OPENING
ZEALAX HOTEL & RESIDENCE
TW Group – Yangon, Myanmar**



Zealax Hotel & Residence is a brand new 5 Stars, 225 rooms property in Yangon, Myanmar by TW Group of Companies in Myanmar, known for a diverse range of businesses ranging from Manufacturing, Construction, Hotels, FMCG, Automobiles and Entertainment.

Lead the Pre-Opening Team for another 3 New Integrated Resorts in Myanmar
Oversee the planning and implementation of Phase 2 of Zealax Hotel & Residence
Responsible for the Entire Pre-Opening of the Hotel
Conceptualisation and Execution of Hotel Concept
Determined the Hotel's Mission, Vision, Core Values, Strategic Direction & Positioning
Pre-Opening & Annual Budget Planning & Forecast
Annual Sales Revenue Planning & Forecast
Procurement of Hotel Operating Equipment & Technological Programs
Creation of Hotel Policies, Procedures, JDs, KPIs
Recruitment of Key Heads of Departments & Deputies
Implemented Immersive / Projection Mapping; First Hotel in S.E.A. to offer as permanent feature.

Sep 2017 to Oct 2018

**GROUP GENERAL MANAGER
PEGASUS HOTEL AND GALLOP RESORT
Pegasus Hotel Holdings – Singapore**



Pegasus Hotel and Gallop Resort are a chain of home-grown boutique hotels fast expanding in Singapore and Indonesia.

Responsible for the operations, room and catering sales and marketing and talent development
Set policies and procedures for the entire organisation
Determined the company's mission and strategic direction
Plays a decisive role in acquisition of new properties in Singapore and Indonesia

Aug 2016 to Aug 2017

**GROUP DIRECTOR OF HOTEL OPERATIONS / FOOD AND
BEVERAGE / GENERAL MANAGER
HTOO HOSPITALITY
Htoo Group of Companies – Yangon, Myanmar**



HTOO HOSPITALITY

Htoo Group, the largest local conglomerate in Myanmar, spanning over 72 businesses. Owns 16 hotels and resorts and currently developing an entire island resort in the Myeik Archipelago.

Responsible for the operations of all 16 hotels, including food and beverage, sales and marketing and rooms
Determined the company's mission and strategic direction through policies which are met through the effective management of human, financial and material resources
Prepared Annual Budgets and Capex for all 16 hotels

Achievement:

Managed a total of 1200 rooms for 16 properties
Successfully hosted dignitaries like Daw Aung San Suu Syi (Bagan), Queen of Bhutan (Bagan), Chief Executive of Hong Kong (Yangon) and the Prince of Brunei (Naypyidaw and Inle Lake)
Planned and hosted Myanmar's 1st Chef's Competition comprising of 16 teams from various parts of Myanmar in Kandawgyi Palace Hotel
Led the teams in organising Joss Stone Concert, One Championship Event and Heineken Armin Van Buuren Concert

Aug 2015 to Aug 2016 **CHIEF OPERATING OFFICER**
APEX HOSPITALITY GROUP CO.
Htoo Group of Companies – Yangon, Myanmar



Apex Hospitality Group, a Holding Company which comprised of Operations, Finance, Human Capital, Administration, Sales and Marketing.

- Oversaw the entire operations of all 3 Organizations in Myanmar
- Pre-opening of Tony Roma's Restaurants and Harry's Bar and Restaurant
- Negotiated Franchises and Introduced International Food and Beverage Brands
- Negotiated Sole Distribution Rights for Premium Meat Products from Australia, Thailand and USA
- Imported Premium Wines from Chile, Australia and USA
- Formulated SOPs and KPIs for Retail, Wholesale, Restaurants and Kitchens

Achievement:

Brought Harry's Bar Franchise from Singapore to Yangon. Most successful Franchise Brand in Yangon to date – ROI of US\$800,000 in 3 Months (Mar – June 2016)

Aug 2013 to Aug 2015 **GROUP OPERATIONS MANAGER**
Merchants Wine Cellars and Stores – Singapore



Merchants, Chain of Wine Bistros, Restaurants, Retail Outlets and Distribution Network in Singapore, representing 48 Vineyards from Australia and New Zealand.

- Catering and Retail Sales, Operations, Human Capital and Payroll
- Procurement and Training
- Pre-Opening, Planning and Execution

Achievement:

Played a leadership role in attaining first-in-market status by capturing 3.5% market share from the largest competitor and establishing brand loyalty among a key demographic.

Jan 2010 to Jul 2013 **DIRECTOR OF OPERATIONS**
Chocolate Kaki LLP / Sdn. Bhd - Singapore / Malaysia



Chocolate Kaki has been operating in Singapore since 2010 as a leading Chocolate Making School.

- Planned and set up of Chocolate Kaki in Singapore and Kuala Lumpur
- Formulated training programs for children, adults, homemakers and corporate clients
- Provided business solutions for entrepreneurs
- Formulated retail and catering sales and marketing strategies via media and social networks
- Provided NGOs with skill-based platforms to assist their beneficiaries in re-skilling
- Provided platforms for Corporate Entities to synergise a cohesive work environment

Achievement:

Reduced overhead by as much as 60% and enabled a more flexible and responsive business model

Jan 1996 to Dec 2009 **HOSPITALITY DIRECTOR**
Q.E.P. Management, Asia Pacific – Singapore / China

QEP Management, Consulting and Task Force for the Hospitality Industry. Consultants exclusively focused on hotels, resorts, restaurants and related hospitality

Property Restructuring and Contract Negotiations
Owner Relations and Strategic Planning
Profit and Loss Management and Cost Reduction
Sales and Marketing and Policy Development

Achievement:

Transitioned the company from a net loss to a gain position of \$42M and addressed overspending by leading company-wide change management policy shifts and transforming the culture from one of unchecked spending to one of fiscal restraint.

Jan 1992 to Dec 1995 **REGIONAL DIRECTOR OF FOOD AND BEVERAGE**
Oberoi Hotels Group – Asia Pacific



The Oberoi Group, founded in 1934, operates 34 hotels in six countries. The Group is also engaged in flight catering, airport restaurants, travel and tour services, car rentals and corporate air charters.

Responsible for 16 Restaurants in Singapore and 10 Restaurants in Kuala Lumpur
Catering Sales and Marketing, Menu Design and Re-Engineering
Logistics of all outlets, catering and banquet
Directed the opening and management of ten new restaurants, bars, banquet and delis in Subang Airport
Set KPI's, CAPEX and forecasted annual revenue budgets

Achievement:

Increased the total revenue for Oberoi Singapore by delivering \$3M in operational cost savings and improved commercial decision support by consolidating central procurement.

Jan 1991 to Dec 1991 **FOOD AND BEVERAGE MANAGER**
Marketing Institute of Singapore – Singapore



Founded in 1973, the Marketing Institute of Singapore (MIS), a not-for-profit organisation, is the National Body for Sales and Marketing

Managed Food and Beverage operations and catering sales within operational budget guidelines.
Maintained club members satisfaction
Ensured Health and Safety Regulations are met
Led Food and Beverage Team by recruiting and training talented individuals
Established schedules, policies, and procedures
Managed club events, catering, banquet and maintained monthly inventory
Problem solving, event planning, management
Menu Design and Re-Engineering
Logistics of all dining outlets, catering and banquet facilities

Jan 1990 to Dec 1990 **FOOD AND BEVERAGE TRAINER**
SHATEC Institutes – Singapore



Established since 1983 by the Singapore Hotel Association, **SHATEC** is the premier school of hospitality in Asia for aspiring Chefs and Hotel Professionals

Trained SHATEC students in Food and Beverage Operations, which included Café, Restaurant, Banquet, Catering, Stewarding and Bar operations. Selected by SHATEC to assist the Marketing Institute of Singapore with the initial planning, setup and operation of their “Executive Club”.

EDUCATION:

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| • Master of Business Administration , Cardiff Metropolitan University, UK | 2020 |
| • Diploma in Leadership and People Management , Capelle Academy, Singapore | 2018 |
| • Certificate in Food and Beverage Operations , SHATEC Institutes, Singapore | 1989 |

PROFESSIONAL AFFILIATION:

- **Chaîne des Rôtisseurs Birmanie**
- **The Ordre Mondial des Gourmets Dégustateurs (OMGD)**
Association Mondiale de la Gastronomie
Membership rank: Maître Hotelier, since 2017
Website: <https://www.chainedesrotisseurs.com/>

