

Mirko Francioni

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A Managing Director with over 20 years of executive operational experience. Demonstrates intellectual agility and ability to deliver and create value. Very strong in Multi-brand and Multi-region Management. Resilient, always creating a wholistic ecosystem of brands and a great believer in sustainability and Artificial Intelligence integration in today's Business and Market.

Highlights of Expertise

- Asset Management
- Start Up Ventures
- Budgeting & Forecasting
- Business Development
- Systems Implementations
- Decision Making
- Business Creative Strategies
- Mergers & Acquisitions
- Concept Development
- Negotiation & Contractor Management
- Sustainability & Renewable Energy Advisory
- E-commerce
- Product Development
- Commercial & Residential Real Estate
- Sales & Marketing
- Integrated Resorts
- Team Training
- Team Development
- Leadership
- Digital Transformation

Career Experience

Apiro Group (Hong Kong S.A.R.)

(07.2016 to Present)

Privately Held Consultancy Company focus on providing niche business services, strategies, development, and growth capital connections to small and medium enterprises in emerging and transition markets under-served by traditional sources of capital.

Managing Director

- ◆ Set up a Real Estate Investment Company within 30 days.
- ◆ Established an online booking accommodation with over one million hotels in 90 days.
- ◆ Analysed and advised clients on hospitality, and Hotel real estate, for a total value of GBP 600M.
- ◆ Advice investment services for clients, specifically in shipping and logistics assets.
- ◆ Provide information and knowledge for global commercial and industrial Real Estate properties.
- ◆ Create and delivered 5 E-commerce in Wellness, Hospitality and Digital Products worth US\$ 300M.
- ◆ Raise funds for real estate, maritime, aviation, and renewable energy projects totalling US\$500M.
- ◆ Prioritised and evaluated multiple International hotels for clients valued at US\$ 20M-to US\$ 16B.
- ◆ Executed a 5-star boutique hotel project worth US\$100M in Bodrum.
- ◆ Marketed wellness-medical devices globally with 80% growth in the 1st year.
- ◆ Introduce and Integrate new Nutritional & Epigenetic concepts for the beauty industry specifically.
- ◆ Managed & Market non-invasive multi-sector Wellness-Epigenetic device in the APAC region.
- ◆ Investment recommendation to Gov. in the Real Estate & Medical with a success rate of 80%.
- ◆ Initiated and planned an integrated 5-star resort in Bodrum, Turkey, in 3 months. For US\$1.3B.
- ◆ Involved in the Management and Establishment of shipyards with an extensive portfolio.
- ◆ Involved in global shipping and logistics-related investment assets.
- ◆ Provide in-depth financial analysis for Clients.
- ◆ Created NFT Digital Products Concept for a private client
- ◆ Provided Business and Product advisory service to Blockchain Company on Metaverse integration

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QLifestyle Group (Singapore)**(02. 2011 to 07. 2016)***Hospitality Management Company specialises in Luxury Properties, Boutique Wellness & SPAS.***Regional General Manager Hotels and Global Head of Business Development**

- ◆ Remodelled Boutique luxury heritage hotel in Antalya, Turkey, within 365 days.
- ◆ Grow business by 18% in the region within 90 days.
- ◆ Directed and planned a new Luxury hotel in Thailand, completed 90 days before the timeline.
- ◆ Accomplished and exceeded 5 years of sales by 24.8% while maintaining budgeting costs.
- ◆ Accelerated Boutique luxury hotels in Koh Samui revenue by 25%.
- ◆ Created online travel agency businesses for Corporate and Leisure travel in 150 days.
- ◆ Built and managed investments, operations, product designs, budget and 300 staff.
- ◆ Delivered Travel Agent online with revenue over \$100M.

Mpeiria Group (Hong Kong S.A.R.)**(03. 2008 to 01. 2011)***Privately Held Hospitality Company focus on Consultancy services for Hotels, Wellness Center.***Executive Director and Founder**

- ◆ Built Company Business and reached revenue of US\$ 50M in the 1st year.
- ◆ Successfully delivered Sales & Marketing Strategies for 5 clients boosting sales up to 26%.
- ◆ Capitalised on 30 partners relationship throughout APAC and China in the 1st year.
- ◆ Brand expansion with a success rate of 70%.
- ◆ Renovated a luxury golf resort by saving 13%.
- ◆ Created three Hotel concepts for Private clients in China worth \$ 150M.

QLifestyle Group (Singapore)**(10.2004 to 03.2008)***Hospitality Management Company specialises in Luxury properties, Boutique Wellness & SPAS.***Associate Director/Chief Operating Officer**

- ◆ Conceptualised, Developed 1st medical Urban Spa & Holistic Centre in Asia.
- ◆ Holistic Centre generated over \$800k revenue in the 1st year.
- ◆ Originated 1st boutique 100% Ecological Wellness Hotel in Thailand.
- ◆ Relocated current company from HK to Singapore in 2 offices and 120 employees.
- ◆ Delivered a Lifestyle Loyalty program with over 3 million members.
- ◆ Formulated and managed the Sales & Marketing Department Strategies.
- ◆ Restructured a vacation club with a turnover of \$200M and EBITDA of 28%.
- ◆ Increased member database from 20k members to 400k.
- ◆ Successfully launched and managed a Holiday & Wellness product brand.
- ◆ Marketed and managed biotechnology wellness products revenue of \$150M in the 1st year.
- ◆ Formulated an online Travel Agency with an EBITDA of 18%.

Education & Credentials

Studies	Institute Name	Location
<u>Hotel Management & Business Admin.</u>	<i>Hotel Marche Institute.</i>	<i>Tolentino & Senigaglia, Italy</i>
<u>Nutrition Medical Sciences</u>	<i>Imperial College</i>	<i>London, United Kingdom</i>
<u>Nutrition Medical Sciences</u>	<i>Stonebridge College</i>	<i>London, United Kingdom</i>