

## MUNIR CHAUDHARY

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### PROFILE

A hotel executive with over twenty five years of progressive experience in international hotel chains; for example, Hilton, Ramada, Renaissance, IHG and RCI Gold Crown Resort. A cost-conscious, detail-oriented, customer-focused and performance-driven operator; in areas such as: guest satisfaction, marketing, continuous operational improvement, and financial achievement. A business driver who delivered dramatic gains in revenues, profits, market share and cost control. A “hands-on” and “go getter” type of person, who leads by example, manages by walking around, becomes the face of the property and makes an immediate impact to any operation. Extensive experiences in opening new hotels, establishing the policies, procedures and standards. A proven specialist in turning around revenue and profits

### KEY STRENGTHS

High-Quality Customer Service & Guest Relations • Multi-Site Operations Management  
Business & Strategic Planning • P&L/Budget Management • Sales & Marketing Management  
Financial Reporting • New Project & Facilities Management • Property Renovations Management  
Leadership by Example • Problem-Solving & Troubleshooting • Productivity & Efficiency Improvement  
Trend & Competitive Analysis • Labor & Union Relations • Contract Negotiations • Quality Assurance  
Staff Training & Administration • Human Resources Affairs • Team-Building & Organizational Development

### BUSINESS EXPERIENCE

#### PROJECT MANAGER

**Holiday Inn Express Hotel and Suites Downtown, Regina**

**To- present**

78 rooms limited service property

- Responsible for \$2 Million renovation of the hotel consistence with the PIP, in accordance with brand standards
- Responsible for sourcing trades and materials
- Responsible for coordinating the renovation with hotel to avoid any loss of revenues

#### SELF EMPLOYED:

**2012 - 2013**

Consultancy:

**Super 8 Toronto East**

55 rooms limited service property

**Royal Reach Motel and Marina – Schelt BC**

32 rooms limited service with 70 slips marina

**Georgina Resort and Conference Centre – Jackson Point, Ontario**

98 rooms full service resort with 2 banquet facilities

#### GENERAL MANAGER PRE-OPENING

**Oct 2010 – Jun 2012**

**Regent Star Hotel – Piarco, Trinidad & Tobago**

155 rooms including 30 suites with 3000 sq. ft. banquet facilities, 4 food & beverage outlets, 2400 sq. ft. spa and 2 swimming pools Website: [www.regentstarhotel.com](http://www.regentstarhotel.com)

- Responsible for the establishing of the human resource strategy and policies; employee handbook
- Developed the Food & Beverage concepts and kitchen design development /rooms division
- Created start up menus for all restaurants and banquets
- Developed pre and post opening sales and marketing plans and Strategy for Launch.

- Created pre-opening and post-opening financial budgets (including working capital).
- Developed all policies and procedures for the hotel.
- Created and presented feasibility studies to banks.
- Created job descriptions for various management and supervisory positions.
- Developed various standard operating procedures including forms.
- Negotiated contracts with potential clients.
- Participated in the Constructions meetings.

**GENERAL MANAGER**

**Jan 2010 - Aug 2010**

**Crowne Plaza Trinidad – Trinidad & Tobago**

243 room full service Hotel with 24,000 sq. ft. of banquet facilities and three food and beverage outlets including the only revolving restaurant in the city. Website: [www.cplazahotel.com/trinidad](http://www.cplazahotel.com/trinidad)

- Arranged a VVIP dinner for the victory celebration of the first Female Prime Minister of Trinidad & Tobago which was attended by 2000 elite of the country
- Formulated short- and long-term business plans and strategies to review control operations, expenditures, and productivity; short-term objectives have already been realized
- Introduce Grab N Go bar in the lobby which was an instance success for both hotel guests and surrounding office

**GENERAL MANAGER**

**Jun 2008 – Jan 2010**

**Crowne Plaza Toronto Airport – Toronto**

489 room full service hotel with 12,000 sq. ft. of banquet facilities, 2 food & beverage outlets and a 24 hours room service. Website: [www.cptayyz.com](http://www.cptayyz.com)

- In 2008 successfully launched the Crowne Plaza Grand Opening with over 500 guests in attendance.
- Responsible for the strategic roadmap and operations of the hotel.
- Responsible for the renovation of 300 rooms. This was completed within the deadline and budget.
- Responsible for post-branding and re-positioning of the property towards a more upscale corporate hotel.
- Developed and implemented sales and marketing plans
- Widened Internet marketability and captured accounts in Tours, Park Stay n Fly, and Corporate/Group sectors
- Posted period ended December 2009 an increase of 7.5% in room revenue and 9.0% increase in overall revenues over same period last year despite economic downturn. Successfully increased the hotels profitably year on year by 90%.
- Successfully achieved OSAT 12-month rolling scores that surpassed IHG Brand standards into commendable position for the last eight consecutive months.
- Prepared yearly profit and capital budgets along with their assumptions.
- Facilitated the weekly revenue management meeting, collaborating with the Director of Sales & Marketing, and Front Office Manager to optimize revenue generation opportunities.

**GENERAL MANAGER/Consultant**

**Mar 2008 – Jun 2008**

**Old Stone Inn – Niagara Falls**

An upscale boutique hotel having 69 rooms with 2 food & beverage outlets, with 6,000 sq. ft. of banquet facilities

- Hired as General Manager/Consultant to manage the property, its expansion and company's other development plans in the Caribbean's and Far East.

**GENERAL MANAGER**

**Jun 2006 – Mar 2008**

**OPERATIONS MANAGER**

**June 2002 – Jun 2006**

**Cranberry Resort – Collingwood, Ontario**

"A Gold Medalist in Canada's Top 38 golf resorts by Canada's Golf Ranking Magazine".

An upscale four seasons resort spread over 750 acres consisting of 78 rooms, 119 luxurious time share condos, golf course with driving range, marina, recreation center, 3 F&B outlets and banquet facilities. Web site: [www.thecranberryresort.com](http://www.thecranberryresort.com)

- Responsible for portfolio of 7,500 time share members including their accommodations and their dues.
- Responsible for the resort management, financial planning & budgeting (including capital), forecasting, operating/ cost reduction plans & annual business growth plans.
- Developed and implemented sales and marketing plans.
- Exceeded the resorts net profit budget over 3 years in a row. Rewarded with maximum bonus for these years.
- Expanded golf memberships by 29% over the past 3 years
- Increased weddings/social events from 9 in 2005 to 55 in 2008. Catapulted overall F&B profits from 3% to 27%
- Strengthened delicate union relations between all parties involved by fostering a direct line of communications. Negotiated union contracts which resulted in \$300K+ savings in payroll and benefits. Lowered staff turnover by double-digit
- Earned the prestigious “Best Resort in the Georgian Triangle” award in 2005 and in 2006 as voted by guests
- Renovated in 2007, all F&B facilities including the lobby and public areas. Same year introduced new resort logo, re-branded the golf course and successfully opened 39 units of 155 units’ phase 3 deluxe water front suites. Added also 300 persons water front ballroom.
- Ensured accurate and timely financial reporting of all expenses and revenues of the Resort to Head Office.
- **Raised \$12,000 for ‘Habitat for Humanity’ Collingwood Chapter by organizing Charity Golf Tournament at the Resort.**

#### **GENERAL MANAGER**

**Dec 1998 - Jul 2001**

**Avari Dubai Hotel – Dubai, U.A.E**

191 room full service 4 star deluxe hotel with 4 food & beverage outlets (including 2 nightclubs).

- Increased net profit for Avari Dubai. Taking it from a loss of Dirham 3.5 million in 1999 to a profit of Dirham 1.1 million in 2001. This was achieved by aggressively marketing new packages, expanding corporate accounts, reduced staff and combining jobs. Reduced costs of over Dirham 2.5 million by various austerity measures without affecting the quality of the hotels product and services.

#### **REGIONAL VICE PRESIDENT - Developments**

**Jan 1993 - Dec 1999**

**Ramada Avari International Hotels – Canada, Middle East & Africa**

4 & 5 Star **Ramada and Renaissance** hotels with over 1100 rooms combined.

- Opened a new 200 rooms 4 star deluxe hotel in Dubai.
- Acquisition of the Ramada Toronto Airport Hotel (179 rooms, 2 restaurant outlets and 10 banquet facilities).

#### **REGIONAL COMPTRROLLER**

**Jun 1991 – Jan 1993**

**EXECUTIVE ASST. MANAGER**

**Apr 1988 - Jun 1991**

**Hilton International – Toronto, Ontario**

601-room full service hotel with 3 food & beverage outlets and banquet facilities of up to 1000 person capacity

#### **COMPTRROLLER**

**Nov 1985 – Apr 1988**

**Hilton International – Windsor**

A 305-room full service hotel with 2 F&B outlets

#### **COMPTRROLLER**

**Dec 1982 – Nov 1985**

**Hilton International – Guam**

A 682-room full service hotel with 4 F&B outlets

## **EDUCATION & PROFESSIONAL DEVELOPMENT**

Bachelor of Commerce (B. Com)

Hotel Administration Certificate- Completed with CAREER DEVELOPMENT INSTITUTE OF HILTON INTERNATIONAL

Intercontinental Hotels Group (IHG) General Managers Workshop Certificate

Training for Results

Time Management

Smart Serve Training

Training Competencies

Management Leadership Skills

Extended lectures at Ryerson College in Hotel Administration subjects.

## **COMPUTER KNOWLEDGE:**

I have excellent knowledge of Excel, Microsoft Word and various PMS systems (i.e. Opera, RoomMaster etc.)