



CURRICULUM VITAE



PERSONAL INFORMATION

Name **MARINESCU LUCIAN**

Date of birth **MAY 8, 1975**

I have worked in hospitality industry all my professional life, starting 1997 from the basics of the operational activities. I moved then into consultancy and project development in 2006, as many new hospitality projects came out and need for professional knowledge and expertise increased. I have been involved in over 50 hotel projects in different stages and on different subjects: investment decision, financing, franchising, planning & design, pre-opening, FF&E or OS&E procurement, pre-opening, operational or turn-around management.

WORK EXPERIENCE

- Dates **FEB 2019 – PRESENT**
- Employer **Grand Hotel Bucharest SA**
Grand Hotel Bucharest is an iconic property downtown Bucharest, counting 420 rooms, 2 restaurants, 12 conference rooms and a panoramic wellness & pool, operated under a management contract with IHG.
- Position **MEMBER OF THE EXECUTIVE BOARD**
- Main activities and responsibilities Represent shareholders in relation with operational, financial and asset related matters.

- Dates **JUNE 2012 – PRESENT**
- Employer **Hospitality Trading & Consulting, www.hospitalitytrading.com, www.mariubucuresti.ro**
Hospitality Trading & Consulting is a company focused on assisting investors and owners in the hospitality industry to develop and manage their hotel properties.
- Position **MANAGING DIRECTOR**
- Main activities and responsibilities Organize and coordinate company activity, as a one-stop-shop for consulting and assistance for owners and investor in hospitality industry: feasibility studies, technical assistance, financing assistance, branding & affiliation, preopening services, fit-out & equipment, temporary management, oversite management.

- Dates **JAN 2006 – 2012**
- Employer **Trend Hospitality SRL, www.trendhospitality.com**
Trend Hospitality is the leading Romanian company in hospitality consulting, providing assistance and advice to investors and owners to develop their hotel, restaurant, bar or SpA projects. Activity is organized on three main directions: investment decision, technical & project development assistance, hotel branding & affiliation pre-opening services and turn-around management, assistance and advice for any issue related to hospitality specificity, operational & asset management.
- Position **SENIOR CONSULTANT**
- Main activities and responsibilities Scouting for clients, contract negotiations, concept development, franchising activities and negotiations, working with architects and designers to organize and set-up properties, feasibility/opportunity studies, investment

evaluation, inventory and equipment lists and budgets, implementation of standards and procedures, organize recruitment and training, assistance and advise for any issue related to hospitality specificity during project development

- Dates **JUNE 2003 – JAN2006**
- Employer **Howard Johnson Grand Plaza Hotel****, Bucharest**
Howard Johnson is an international hotel chain, member of Wyndham Hotel Group, the biggest franchiser in hotel industry worldwide. The local Howard Johnson Grand Plaza Hotel is a 285 rooms 5 star hotel, located in the center of Bucharest, providing outstanding service and hospitality to its guests
- Position **DIRECTOR OF OPERATIONS
ROOM DIVISION MANAGER**
- Main activities and responsibilities organize and coordinate a team of 90 employees: front office, concierge and housekeeping; ensure a 24/7 proper hotel operations and standards survey; participate in developing sales plans; support the business through client relations and guest satisfaction; prepare and monitor the annual budget for the hotel operations, statistics, reports; people management: recruitment, training, evaluation, motivation; support purchasing of specific products and equipment;

- Dates **MAY 2001 – JUNE 2003**
- Employer **Ibis Hotel***, Bucharest**
Ibis is a well-known economical class brand of Accor group, the European leader in travel services. The Ibis hotel in Bucharest – 250 rooms and 100 employees.
- Position **FRONT OFFICE MANAGER**
- Main activities and responsibilities organize and coordinate a team of 18 employees front office and reservations; ensure fluent and accurate operations: reservations, registrations, billing of the guests; prepare reports, statistics for superior; people management: recruitment, training, evaluation, motivation; liaise with other departments: accounting, sales, technical;

- Dates **SEPTEMBER 1999 – MAY 2001**
- Employer **Best Western Parc Hotel****, Bucharest**
Best Western is the largest chain of independent hotels in the world. Best Western Parc – 267 rooms and 180 employees.
- Position **FRONT OFFICE MANAGER**
- Main activities and responsibilities organize and coordinate a team of 19 employees front office and reservations; ensure fluent and accurate operations: reservations, registrations, billing of the guests; prepare reports, statistics for superior; people management: recruitment, training, evaluation, motivation;

- Dates **DECEMBER 1996 – APRIL 1999**
- Employer **Dorobanti Hotel***, Bucharest**
A 297-room hotel located in the heart of the city.
- Position **RESERVATION SUPERVISOR**
- Main activities and responsibilities control and supervise 2 reservation agents; negotiate and sign contracts for group and individuals, maintain and develop client relations; prepare reports, statistics for superior; liaise with other departments: accounting, sales;
- Position **RESERVATION AGENT**
- Main activities and responsibilities Operate individual and group reservations; maintain and develop client relations
- Position **RECEPTION CLERK**
- Main activities and responsibilities Welcome and register guests; assist guests during their stay; billing and cashier operations

OTHER PROFESSIONAL ACTIVITIES

- Beneficiary **Hospitality Trends Bucharest, hospitality event end conference**
 - Date **NOVEMBER 2009**
 - Activity **Speaker and presenter: 'Focus on Romania – The year after tomorrow'**

- Beneficiary **SC Colliers Romania SRL**
 - Date **FEBRUARY 2010**
 - Activity **National hotel Market Report, as component of the yearly 2010 Colliers Real Estate Report for Romania**

- Beneficiary **Hospitality Trends Bucharest, hospitality event end conference**

- Date NOVEMBER 2010
- Activity Speaker and presenter: 'Focus on Romania – Facts and Trends'
- Beneficiary **SC Colliers Romania SRL**
 - Date MARCH 2011
 - Activity National hotel Market Report, as component of the yearly 2011 Colliers Real Estate Report for Romania
- Beneficiary **Hospitality Trends Bucharest, hospitality event end conference**
 - Date NOVEMBER 2011
 - Activity Speaker and presenter: 'Focus on Romania – Hoping for good, preparing for bad'
Workshop moderator: 'Cost saving – Partnerships in Hospitality'

EDUCATION AND TRAINING

- Dates Jun 2022-Nov2022
- Name and type of organization Envisia & Bucharest Stock Exchange
- Principal subjects/occupational Corporate Governance that Creates Value
- Title of qualification awarded Certificate of Excellency
- Dates 1993- 1998
- Name and type of organization Academy Of Economic Studies, Bucharest
- Principal subjects/occupational Faculty Trade & Marketing
- Title of qualification awarded Bachelor's degree in Tourism and Services
- Dates Jul-Sep 1997
- Name and type of organization School of Tourist Professions, Athens
- Principal subjects/occupational One month seminary+ 2 months internship, Creta Island
- Title of qualification awarded Certificate
- Dates December 1999
- Name and type of organization Netherlandens Management Cooperation Program
- Principal subjects/occupational Management and Marketing in Tourism
- Title of qualification awarded Certificate
- Dates October 2001
- Name and type of organization SNSPA – Faculty of communication and public relations
- Principal subjects/occupational Managerial organization in private companies
- Title of qualification awarded Certificate
- Dates 2001 -2005
- Name and type of organization Inhouse trainings: ACCOR, Howard Johnson, Ramada
- Principal subjects/occupational Guest Expectations, Service Excellence, Communication, Leadership, Time management, LIFO

**PERSONAL SKILLS
AND COMPETENCES**

FOREIGN LANGUAGES

	English	French	Spanish
• Level	FLUENT	CONVERSATIONAL	CONVERSATIONAL

**SOCIAL SKILLS
AND COMPETENCES**

- Communication and adaptability – 2 months internship in Crete Island 1997, working in foreign country, within a multicultural environment
- Active involvement in social life of the company - participation in organizing 'Accor day of sports' 2001, 2002; participation in organizing staff party 2001, 2002, 2004

**ORGANIZATIONAL SKILLS
AND COMPETENCES**

- Implemented 'Contract 15' – a guest satisfaction program, Ibis, 2002
- Set up organization and work processes, Howard Johnson, 2003
- Develop and implement operational procedures, Howard Johnson, 2004

**TECHNICAL SKILLS
AND COMPETENCES**

- Microsoft Office – very good
- Property management soft – Fidelio, Lanmark, Opera, Multisoft

DRIVING LICENCE(S)

B category, 1994

INTERESTS

Photography
www.sertanlucufotografii.ro