

Curriculum Vitae

Personal Details

Name : Van Kessel, Erik
Date of Birth : 24.02.1963
Nationality : Dutch
Civil Status : Divorced
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Qualifications

1975 – 1982 Gymnasium Hertog Jan College, Valkenswaard, The Netherlands
1982 – 1983 University Eindhoven, The Netherlands Business Administration
1983 – 1987 Hotel School The Hague. The Netherlands, Degree : Bachelor of Hotel Administration

Languages

Dutch : Mother Tongue
English : Fluent
German : Fluent
French : Fluent

Work Experience

1987 – 1989 : Trust House Forte Amsterdam Apollo Hotel, Amsterdam NL
Chief Steward
Assistant Food and Beverage Manager

1989 – 1991 : Trust House Forte Hotel Hamburg, Hamburg D
Food and Beverage Manager

1991 – 1995 : Golden Tulip Barbizon Schiphol Airport, Amsterdam NL
Food and Beverage Manager
Last two years in charge of operations.

1995 – 1996 : Golden Tulip St. Martin, St Maarten FWI
General Manager
After hurricane "Luis" forced to return to HO because hotel completely destroyed.

1996 – 1999 : Golden Tulip Fribourg, Fribourg CH
General Manager

1999 - 2001 : Golden Tulip Hotels, Fribourg CH
Area Manager Switzerland
Responsible for the operations of all Golden Tulip Hotels in Switzerland.
Development of the existing portfolio of 3 hotels to 6 hotels in Switzerland. Negotiated and completed the take-over (lease agreement) of a hotel at the airport of Geneva, today known as NH Geneva Airport. Negotiated and completed the acquisition of two hotels in Lucerne. Further developed the business unit into a solid profit center. Reported to the DOO of Golden Tulip Hotels

2001 – 2003 : NH Hoteles, Fribourg CH
Business Unit Manager Austria, Switzerland & Hungary
After merger of Golden Tulip with NH Hoteles appointment as Managing director for this new Business Unit with 14 Hotels. 8 former Astron Hotels were added to the portfolio, 1 in Zurich, 4 in Vienna, 2 in Salzburg and 1 in Budapest. Responsible for the integration and rebranding of Astron Hotels in NH, setting up a regional office in Vienna and implementing standards of operation in the new hotels. Reported directly to the COO of NH hotels in Madrid.

2003 - 2006 : NH Hoteles Deutschland GmbH, Berlin D
Managing Director

After the take over of Astron Hotels, I was responsible for the reorganization of the loss making German business unit with 48 hotels. The target was to reach break-even in 3 years. During this period revenue developed from €167 M to € 205 M (like for like) and Ebitda from € -20 M to +5 M.

Most important accomplishments:

- Centralization of sales department and transition from individual sales system to a total account management system.
- Implementation of regional offices with administration & HR.
- Development Quality Control Program
- Development Standards of Performance Manuals
- Development of revenue management department
- Development of city reservation offices
- Building 2 new hotels
- Take over 2 existing Hotels

Reporting to the COO of NH Hoteles in Madrid.

2006 – 2010 : Park Plaza Hotels, Amsterdam NL

Chief Operating Officer

Responsible for 23 hotels (2600 rooms in UK, 1050 rooms in Netherlands & 1200 rooms in Germany) and a resort in Croatia (8 hotels, 1500 apartments, 500 villa's, 5 Camping sites, 50 F&B outlets, 2 supermarkets, & casino)

Most important accomplishments:

Integration of two business units; UK & Continental Europe.

IPO on LSE AIM, development of business plan & road show together with Morgan Stanley.

Implementing quarterly business focus meetings to measure performance and strategic development of hotels.

Implementing balanced scorecard and several systems to measure performance.

Setting up Executive Operations Team and implementing new operational Strategy.

Constantly outperforming the markets by strong revenue management, strong distribution focus and strong e-commerce focus.

Development of all employee program "connect" to implement mission statement and to create HR identity.

(pre) opening Park Plaza Westminster Bridge, the biggest hotel opening of the last 30 years in Europe. (1023 rooms)

Renegotiated most of the German leases.

Reporting to the CEO and the Board of Directors.