



Georgeta GRECU

Year of birth: 1967

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Languages: English – advanced, French- advanced

Professional Experience

General Manager at Hotel Cismigiu - 60 apartments, 7 conference rooms (March 2012 – present)

new opening with 1 year pre-opening phase:

- HR: recruiting and training the staff, establishing personnel standards
- Marketing and Sales: create hotel identity (website, logo, etc), defining distribution & sales channels, pricing policy, contracting.
- Finance: pre-opening budget (back of the house budget), extended business plan, obtaining licenses & permits
- Establishing and management of external subcontractors: housekeeping, breakfast & banqueting, IT, security, different hotel suppliers

Director of Sales & Marketing at Capital Plaza Hotel (October 2010- February 2012): – 4-star hotel, 95 rooms

- Provides leadership to the day-to-day operations of the sales department, while maintaining focus on the company's strategic goals
- Responsible for managing and controlling the sales budget
- Manage client relationships (conducting customer satisfaction surveys, events & sponsorships, loyalty building programs, monitoring competitors)

Resident Manager at Starlight Suites Hotel (February 2009 – May 2010): 4-star hotel, 78 suites, – **new opening**.

- Manage the activity of the new company at the pre-opening stage of the hotel: delivery and set-up of the furniture, equipment, lightings, linen, room amenities, IT equipment, etc.
- Cooperation with the owner of the hotel, the constructors, and the owner of the building (Metropolis Center)
- Cooperate with consultants and local authorities for the opening of the hotel to ensure compliance with licensing laws, health and safety and other statutory regulations
- Train the staff according to the Starlight rules and regulations in all departments
- Financial management - preparing budgets and marketing strategies and achieving targets for the business

Senior Sales, Marketing & Banqueting Manager at Sofitel Hotel and Conference Center Manager at World Trade Center Bucharest (March 2008 - February 2009)

- Federate and build synergies between the 2 bodies of the same company (WTCB), unite the 2 teams of banqueting (Sofitel) and logistics (WTC)
- Responsible for the quality of services at the Conference Center and World Trade Plaza for all events, seminars, exhibitions, weddings, parties.
- Establish the sales strategy of WTC in accordance with Sofitel's goals
- Initiate, implement and keep running the CRM Fidelio 8 -Sales&Catering in Sofitel and WTCB sales teams, for sales and conference rooms management purposes

Senior Sales & Marketing Manager at Sofitel Hotel (April 2006- March 2008)

- Assistant to the DOSM with responsibilities in prospecting the market for new clients, maintaining, and developing the relations with the existing ones
- Sales portfolio: Key Accounts- French market

Conference Center Manager at World Trade Center Bucuresti (September 2004 – March 2006): (16 conference rooms, max 300 people capacity, 800 sqm exhibition space)

- Commercial accountability for planning, organizing, and directing all services: reception, technical department, sales, accounting.
- Responsible to develop and maintain a good relationship with the Sofitel departments providing the catering, reservation, accommodation services.
- Organising own events in accordance with the WTCB policy

Project Manager at Euro Inter Trade - Volvo Cars Corporation (February 2004 – August 2004): Initiate new business contact in to develop a tourism branch (SPA)

Conference and Banqueting Sales Manager at Novotel London Tower Bridge (February 2003):

- Organising the whole sales process (contacting new clients, contracts, on the day operations, payments)
- Maintaining and developing the relations with clients mainly Governmental bodies

Purchasing Manager Hotel Sofitel & Le Club (June1995 – February 2003):

- Negotiations with more than 100 suppliers on local and international market
- Inventories, statistics, price control, stock levels, for more than 1200 items
- Responsible of day to day purchasing, deliveries to hotel services, local sanitary authorities' controls, HACCP

Financial Controller at Hotel Sofitel (April 1994 –June 1995) - new opening

- Participated at the pre-opening and opening period of the hotel: setting –up items codes, merchandise receptions, cost control
- Implementation of Hotix software

Shop Manager "Coleus 1 ", first luxury shop in Bucharest (1991- 1993)

Education

- ISE Craiova - Faculty of Economical studies – Bachelor's degree
- ASEBUSS Bucharest - Entrepreneurial MBA

Other Activities:

- October 2014 – Present: Trainer at ICEP Hotel School Bucharest
- Skal International Club Bucharest (<https://www.skal.org/>)- member of the management board in charge with Young Skal
- FIHR (Hotel Industry Federation in Romania)- regular member
- Professional Women Network – regular member

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