



# PAOLO L. BARTOLOZZI

CEO, HotelGoGo Inc

Greater New York City Area, IT, hospitality and consultancies

<b>Current</b>	CEO at HotelGoGo Inc
<b>Previous</b>	<ol style="list-style-type: none"><li>1. Book A Hotel International Ltd.</li><li>2. La Querce - Gourmet country Inn</li><li>3. Hotel Ta Cenc - Gozo (Malta)</li><li>4. Hotel Leon d'Oro – Verona</li><li>5. CDS Soft – Udine – IBM AS/400 PMS software partner</li><li>6. Hotel Valadier - Roma</li></ol>
<b>Education</b>	110 / 110 MCL, Economy and Hotel Management at S.I.S.T. Scuola Internazionale di Scienze Turistiche

## SUMMARY

Paolo L. Bartolozzi is the **CEO of HotelGoGo Inc.**, a New York based corporation operating in the Accommodation Industry providing online solutions for effective and successful marketing, distribution and sales, short and long term consultancies and human resources training.

As a long term hotelier and IT expert, Paolo **wrote the specifications** for HotelGoGo's infrastructure including:

- An online CRS (Central Reservation System) for independent hotels, mainly leisure. The system provides hotels with GDS and Pegasus ODD connectivity, data transfer to major OTAs (channel manager and direct) and several online booking engines to be used on official websites.
- Online yield and revenue management applications, directly interfaced with the properties databases and other external sales environments
- Fully adaptive websites aimed to optimizing the distribution of rates, packages, events plus all the necessary information on the hotel and its services. These websites are built to enhance upgrading and upselling within the normal booking process.
- Real time 2 way interface systems between hotel websites and external environments for online reservations, online communities, online payments, online advertising and Property Management Systems.

Within the span of HotelGoGo's customer base Paolo provides **consultancies to the hospitality industry** in the following fields:

- **Big Data and Data Mining** from PMS (Property Management systems), general accounts, search engines, social networks and other relevant transaction databases.
- **Development of Budget**, Marketing Plan and Communication Plan with consequential implementation of online advertising campaigns (both on search engines and social networks)
- Implementation of **Yield and Revenue Management** systems and procedures
- Implementation of **Uniform System of Accounts for Hotels**
- Implementation of **Balanced Scorecard (BSC)** procedures in high transaction volume environments (including feedback systems and procedures, non-financial metrics and cross-department target setting)

Paolo has a very long experience in **human resources advanced training** through:

- Ad hoc training courses on **Hotel Management and Hotel Operations** related topics (mainly independent medium sized leisure, resort, SPA and thermal properties, also in non-prime destinations)
- Full **university and master level courses** on Hotel Management and Hotel Operations related topics (mainly with Sciaky Europe Srl, previously with WorldRes Inc.)
- **Online distribution systems training** (at all levels: planning, management, operations, feedback, accounting)

## EXPERIENCE - CURRENT

### **CEO - HOTELGOGO INC - JANUARY 2006 – PRESENT**

HotelGoGo Inc., and its associate network of companies, provides the hospitality industry with specific expertise and tools aimed towards successful sales.

HotelGoGo works closely with the hotel management in order to provide services targeted on specific segments and expected financial results.

HotelGoGo's areas of interest and operations:

- **Consultive:** proposing the most efficient mix of strategies, solutions and suppliers and transferring the related know how to providers of the hospitality industry.

- **Consultive:** offering in depth analysis within the hospitality industry market and products for major Finance and stock rating firms.
- **Creative:** proposing websites and online systems that provide the best possible interpretation of the hotel's concept and brand while enhancing sales by developing a wide base public.
- **Technical:** offering proper it / web development and integration in distribution channels (booking engine, GDS, OTA) with other content management systems (news, events, video, articles, products, e-commerce) payment systems and advertising platforms;
- **Operational:** providing the set up and the ongoing management of the hotel's marketing and sales processes, including training at various levels (also onsite and on the job), defining the most useful amongst possible metrics, setting up backup and feedback procedures;
- **Operational:** managing the official direct sales website/s, organic indexing on Search Engines, Search Engine and Social Media campaigns;
- **Strategic:** helping the hotel prepare the planning, policies, rates, processes and products for savvy and productive online distribution.

#### **Success stories:**

*HotelGoGo manages the online distribution for 450 hotels with the CRS.*

*HotelGoGo manages the direct distribution (on consultancy basis) for a subset of these properties. Results include the exceptional growth of audience for this category of websites (example: [www.termesardegnait](http://www.termesardegnait) – Alexa worldwide rank <300k, Facebook community 56k)*

*HotelGoGo manages direct PPC campaigns, handling 200.000€/year of cost and getting average CPC down to 0,07€ and CTR up to 3%.*

*HotelGoGo implemented automated yield and revenue online procedures within leisure environments that doubled RevPar and annihilated intermediaries by growing hypertrophic direct sales channels which brought the average reservation cost from 17% to 3,5%.*

## EXPERIENCE - PREVIOUS

### **CEO - BOOK A HOTEL INTERNATIONAL**

February 1998 – September 2005

Book A Hotel International (BAHI) was the agent for Italy for WorldRes, the first large independent online distributor of hotel content and online reservations. Approximately 1.200 hotels under the span of control, all individually trained (direct training and classes).

### **OWNER - LA QUERCE - GOURMET COUNTRY INN**

April 1996 – February 2001

Small beautifully refurbished Tuscan country house, with gourmet restaurant (Gambero Rosso, Slow Food) and super Tuscan red specialized wine bar. This was one of the very first hotels to go online in Italy in 1997.

### **GM - HOTEL TA CENC - GOZO (MALTA)**

March 1992 – December 1995

Hotel Ta Cenc is a 5 star resort, set on 160 hectares of land overlooking the Mediterranean. 83 Rooms, 2 pools, 12 villas, 3 restaurants, 2 bars, tennis club, strongly involved in sales, cost control and production processes.

### **ASSISTANT GM - HOTEL LEON D'ORO 4\* - VERONA**

March 1991 – March 1992

### **AREA MANAGER – CDS SOFT - UDINE**

January 1989 – March 1991

### **FRONT OFFICE AND SALES – HOTEL VALADIER 4\* - ROMA**

September 1985 – January 1989

## LANGUAGES

- **English – mother tongue**
- **Italian – mother tongue**
- **French – excellent written and spoken**
- **Spanish – intermediate**
- **German – Basic**

## SKILLS & EXPERTISE

Hotels and resort management, Strategic Planning, Business Strategy, Marketing Strategy, Business Development, New Business Development, Sales Management, Revenue Analysis, E-commerce, Search Engine and Social Media Marketing

## EDUCATION

### **S.I.S.T. Scuola Internazionale di Scienze Turistiche - 1981 – 1984**

110 / 110 MCL, Economy and Hotel Management - Final thesis on the implementation of IT technology in small and medium sized hotels; a feasibility plan.

Liceo Italiano Leonardo Da Vinci – Paris - 1975 / 1979 - Baccalaureat C (mathematics and science)