



A Seasoned **Luxury Hospitality Operations Executive** with extensive experience in Leisure Asset Management, Human Resources Strategies, Strategic Management, Luxury Hospitality Operations, Brand Development in **Cruises, Yachts and Hotels**.

Bertrand combines 20 years' experience in Hotel Operational management in progressive senior positions (up to General Manager and Chief Operating Officer), in both cruise-vessels and land-based hotels environment, as well as having participated to the launch of several cruise vessels and North-American-based luxury hotels.

Global Executive with proven business transformation in Hotels, Cruise and Yachts. Motivated by growth and margin improvement; successful track record of leading value creation. Expertise in restructuring, turnarounds and operational improvement programs. Thrives on transforming business organizations, leading change to impact performance and culture by defining, articulating, and aligning a company's vision and strategy, and delivering results through disciplined execution. Critical thinker who manages ambiguity in challenging environments and fast-evolving disruption. Widely recognized for transformative culture management and servant leadership, building strong leadership teams focused on achieving rapid, sustainable results.

Bertrand is an enabler of excellence, helping organizations to achieve their goals by rejuvenating management and operational processes. His methodology includes deep-dive business and operational analysis focusing on growth results and personnel retention. Bertrand is a strategic thinker and incisive communicator and currently holds Senior Management roles for leading organizations.

Bertrand comes from a hotel & cruise background, having worked for many years in several operational senior management positions for the **Sofitel Hotels** brand in the US and then as Corporate Fleet HR & Training Manager for **Regent Seven Seas Cruises**.

Bertrand also worked as Hotel Director on-board the 6-star vessels of **Silversea Cruises**, leading the hotel teams of several vessels in this ultra-luxury line.

Bertrand then took over the position of Director Business Operations for **V.Ships Leisure**; in this position, he oversaw the recruitment, training and consulting services of V.Ships Leisure, working very closely with hotels and cruise lines in defining and implementing their Human Resources, Operational Standards, Recruitment, Brand Development and Training strategies.

Bertrand then assumed the role of Chief Operating Officer for Monaco-based **Parkview Private Collection**, a company which regroups several leisure Ultra-Deluxe assets. In his capacity, Bertrand ensured the strategic and operational management of some of the most recognized luxury hospitality assets in the world, including Asia's largest and most rewarded Private Yacht (*Saluzi*), Beijing's Best Hotel (*Eclat*), Europe's most prestigious Private Residence (*Le Beauvallon*), China's largest Contemporary Art Museum Collection (*Parkview Museums*), as well as a London-based Townhouse available for private rentals.

Bertrand then assumed the role of Chief Operating Officer for **Ausonia Cruise Holdings**, a Monaco-based company bringing together a team of experienced industry operating executives with the aim to manage assets within the cruise, yachting and private aviation sectors.

Today Bertrand holds the role of Director of Fleet Hotel Operations for Miami-based Premium/luxury Expedition cruise operator **Anglo-Eastern Cruise Leisure**, a leading provider of hotel & technical services for luxury expedition cruise vessels.

Bertrand is also actively involved in Academia with regular teaching assignments at **EDHEC Business School** and **International University of Monaco**, as well as a Board Advisor at **Long Island University** (New York USA).