

GEORGETA GRECU



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PROFILE

Results driven leader with more than 20 years of experience in growing hospitality business to their high potential. Proficient in bringing forth the leadership skills necessary to achieve ambitious increase targets. With a genuine interest in people training and development and the ability to build a deep level of interpersonal relations as a leader, I have wide exposure to adapt to multicultural environments and to reorganize resources and processes to achieve specific objectives. I am an expert in cultivating strong relationships with business partners, clients and team members, which is reflected in significant financial growth.

KEY COMPETENCIES

- General Management
- Operations Management
- Sales & Marketing Strategy
- Budget Management
- Hospitality Trainer
- Hospitality Business Consultancy
- Contract Management
- French and English Proficiency

MAJOR ACCOMPLISHMENTS

- Successfully managed the opening of the Cismigiu Hotel 100 years after the first inauguration in 1912 and maintained the hotel's position in the top guest preferences for 10 years: Hotel staff score: 9.0; Cleaning score of 9.3
- WTC - Hotel Sofitel: through the dual position I had – Banqueting Manager and Conference center manager – I created synergies between the sales teams of the 2 legal entities: WTC, the building owner, and Sofitel, the hotel operator, which generated an increased customer satisfaction reflected in turnover increased by 15% compared to the previous year
- Strong network and prolonged exposure to multicultural environments, along with organization of events with more than 500 participants with diverse social, political, and economic backgrounds
- Delivered over 20 trainings, for more than 100 participants from top & middle management/ tourist units owners, in Bucharest and 5 big towns in Romania, on the following topics: Hotel Administration Advanced, Hotel Budget Management, Cost Controlling, Interdepartmental Communication, Customer Service Excellence.

EMPLOYMENT HISTORY



World Institute of Service Education

Romanian representative for Ecole Hoteliere de Lausanne

Mar 2022 – present

Senior Consultant/ Hospitality Trainer

Consultant for hospitality business, with main focus on Operations, Strategy, Management, IT for Hospitality, Finance, HR and Supply Chain Management across all hotel departments

Hospitality Trainer specialized in the Train the Trainer method of the Ecole Hoteliere de Lausanne – courses of Hotel Administration Advanced, Cost Controlling, Customer Experience & Communication.

Projects:

Vocational Educational Training (Ecole Hoteliere de Lausanne licensed): Hotel Budget Management, Sales & Marketing, Human Resources – 6 months training for middle & top management and tourist units owners

Courses for hotel management: Hotel Administration Advanced, Cost Controlling, Interdepartmental Communication, Customer Service Excellence



Hotel Cismigiu (****) | Hecesa Imobiliara

Mar 2012 – Mar 2023

General Manager

Responsible for entire operations related to the current hotel activity, starting from the pre-opening phase
Coordinated Human Resources, Sales & Marketing and Financial activities for a hotel unit with 60 apartments, 7 conference rooms and 3 restaurants

Main achievements:

- Successfully managed the opening of the Hotel Cismigiu 100 years after the first inauguration in 1912, achieving the 3rd rank on Trip Advisor website, Top 10 favourite hotels of guests and 9.4 rating on www.booking.com in the first year of operation
- Maintained the hotel's position in the top guest preferences for 10 years: Hotel staff score: 9.0 - reflects a good staff recruitment and training policy; Cleaning score of 9.3 - denotes attention to detail and strict adherence to cleaning procedures
- 2013 – 2020: Gambrinus Brewery, provider of breakfast/ catering/ brewery services, 35 employees, 100 table seats on the ground floor <https://www.hotelcismigiu.ro/restaurante/beraria-gambrinus>
- 2016 – 2018: French restaurant "Ici et La" (located on the 6th floor of the building) - provider of breakfast and catering services, 23 employees, 120 seats inside and on the terrace, organization of social and business events
- 2018 – 2021: Stadio Hospitality Concept, "Bistro Cismigiu" - breakfast, room service and catering provider, 120 seats + terrace
- 2021 – initiated an international hotel chain franchise belonging in order to sustain and optimize the renovation process of the hotel



Capital Plaza Hotel (****) | Corvinus International

Oct 2010 – Feb 2012

Director of Sales & Marketing

Responsible for managing the Sales & Marketing operations for a 4-star hotel, 95 rooms, 1 restaurant, 5 conference rooms
Management of the Sales & Marketing Budget in order to achieve business growth
Focus on Customer Relationship Management (satisfaction surveys, creation of internal events, sponsorships, loyalty programs, competition monitoring) and on general promotional campaigns as well as one-off campaigns to promote the hotel's products and services

Achievements:

- Increased Total Hotel Revenue in 2011 by 27% against 2010, in the 3rd year of hotel operations, and raised Occupancy Rate by 32%, due to 38% increase in Accommodation and 2% increase in Food and Beverages
- Increased the database of corporate companies in 2011 by 9% against 2010 due to marketing efforts and allocating more than 3% of the hotel revenue in networking events hosted by the Capital plaza hotel.



Starlight Suiten Hotel | Starlight

Feb 2009 – May 2010

Resident Manager

Responsible for operations related to the current hotel activity, starting from the pre-opening phase
Cooperated with all entities involved in the hotel opening, such as the builder, building owner (Metropolis Center), consultants and local authorities in order to obtain the classification certificate, HACCP

Achievements:

- Successfully completed the new opening in 2009, despite the economic crisis, and achieved an above average Occupancy Rate of 45% in the first year of operations.



Sofitel Bucharest World Trade Center

Sep 2004 – Feb 2009

Senior Sales, Marketing & Banqueting Manager – Hotel Sofitel

April 2006 – Feb 2009

Responsible for the good collaboration and creation of synergies between the 2 teams of the same parent company (WTCB), joint management of 2 teams: banqueting (Sofitel - 203 rooms, 2 restaurants, bar) and logistics (WTC - 11 conference rooms, 800 sqm exhibition space)

Responsible for the sales strategy of the WTCB in line with that of the Sofitel hotel

Achievements:

- *Initiated and implemented the pooling of the 2 customer databases, created a common budget, introduced the concept of incentives and bonuses related to KPIs, effectively moved the Sofitel Banqueting Sales Team to the WTC premises to facilitate communication between the 2 sales teams.*
- *Increased turnover by 15% due to the implementation of the first management system software for event halls (hotel with multiple halls - 11 halls).*

Conference Center Manager – World Trade Center Bucharest

Sep 2004 – Feb 2009

Responsible for the daily operations related to 11 conference rooms, maximum capacity 300 people, 800 sqm exhibition space
Responsible for building relationship with Sofitel hotel (management contract) – the catering and accommodation services provider

Achievements:

- *Maximized the income per sqm by renovating the conference center so that it can host 2 different events in one day*
- *Organized large-scale events in the World Trade Plaza (500 people) and increased the occupancy rate of this outlet by 32% compared to the previous year by attracting exhibition-type events*
- *Implemented the first CRM system Fidelio 8 used jointly by the 2 teams: Sofitel sales team and WTC sales team to streamline the management of conference rooms*

EDUCATION

ENTREPRENEURIAL MBA – ASEBUSS Bucharest and Washburn University Kansas **2019**

Bachelor's degree in accounting and management informatics

Faculty of Economic Studies **2004**

OTHER INFORMATION

Trainings:

- Train the Trainer – Ecole Hoteliere de Lausanne – 2023
- Authorised Trainer Certificate issued by ANC – 2012
- The 7 habits of Highly Effective People Training, Franklin Covey Romania, 2010
- Train the Trainer – Bucharest, November 2007 / TMI
- Tourism License – Bucharest, 2004
- Drawing up your hotel budget – London, September 2003/ Academie Accor
- The sales process – Bucharest, October 2001 & October 2002/ Image Matters Ltd. London
- Regal – Global purchasing system – London, November 2002/ Central Accor UK & Ireland

Foreign Languages:

- French – fluent
- English – fluent

Memberships and extracurricular activities:

- October 2014 - 2018: Trainer at ICEP Hotel School Bucharest <https://icephotelschool.com/>
- Skal International Club Bucharest, <https://www.skal.org/> – board member of Skal Europe
- FIHR (Hotel Industry Federation in Romania) member, <https://www.fihr.ro/>
- Professional Women Network, <https://pwnbucharest.net/> – member, mentoring activities, mentee in WOB (Women on Boards) program 2021
- Rotary Cismigiu Bucharest, <https://rotarycismigiu.ro> – member since 2012