

# Bertrand Petyt

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An **MBA educated** and **6-Sigma Black Belt** (*see education below*) seasoned **Luxury Hospitality Operations Executive** with extensive experience in Ultra-Luxury Leisure Asset Management, Human Resources Strategies, Strategic Management, Luxury Hospitality Operations, Brand Development in **Cruises, Yachts** and **Hotels**.

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 with 20 years' experience in senior operational management of land-based hotels, yachts & cruise vessels.

Luxury Hotel Operations Management ▪ Financial Management ▪ Change Management ▪ Leadership Development ▪ Business Design and Redesign ▪ Strategic Partnership Models ▪ Academia & Training ▪ Employee Motivational & Engagement Programs ▪ Ultra-Luxury Strategic management

## EXPERIENCE:



Feb 2022 – Now:

***Director of Fleet Hotel Operations,***  
**ANGLO-EASTERN LEISURE LTD.**  
[www.cmi-leisure.com](http://www.cmi-leisure.com)

Miami, USA

- Sets, oversees and steers performance objectives and KPI's
- Fosters Guests and Charterer satisfaction for the fleet of luxury expedition cruise vessels.
- Ensures adherence to existing Hotel Management Agreements and Catalogs of Services
- Develops Crew satisfaction retention, development, engagement, and career navigation
- Maintains budget and regulatory compliance of on-board hotel operations
- Ensure operational performance is maintained on board vessels
- Actively leads the development and review of policies and procedures
- Provides operational support & leadership to Hotel Directors
- In charge of the Company's Training Academy modules development and delivery



July 2020 – Now:

***Chief Operating Officer,***  
**AUSONIA CRUISE HOLDINGS LTD.**  
[www.ausoniacruzeholdings.com](http://www.ausoniacruzeholdings.com)

Monte-Carlo, Monaco

- Provide hotel operations services to assets in the cruise, yachting, and air sectors
- Build and manage a team of highly-qualified industry experts
- Manage projects on behalf of assets, sourcing the right expertise and partners as needed
- Manage all strategic and operational aspects of the hotel operations for the venture
- Develop and implement the product strategies and follow-up on KPIs

PARKVIEW  
PRIVATE  
COLLECTION

Feb 2014 – July 2020:

***Chief Operating Officer and General Manager,***  
**PARKVIEW PRIVATE COLLECTION S.A.M.**  
[www.parkviewprivatecollection.com](http://www.parkviewprivatecollection.com)

Monte-Carlo, Monaco

- Strategic & operational leadership for “Le Beauvallon”, “Saluzi”, “Salone Monaco”, “Mayfair Townhouse”
- Overall responsible for the operations of all ultra-luxury leisure assets of the Company
- Developed & implemented new progressive operational standards and procedures
- Directly managed legal, human resources, financial, marketing and administrative departments for all assets
- Monitor performance to ensure that company rules and procedures are complied with
- Analyze operational data and generate reports for owners



*11 years longevity with the V.Ships Group and its managed companies, in various progressive leadership roles*

May 2003 – Feb 2014:

***Director of Business Operations,  
V.HOSPITALITY (V.SHIPS LEISURE)***

[www.vgrouplimited.com](http://www.vgrouplimited.com)

June 2012 – Feb 2014  
Monte-Carlo, Monaco

- Second-in-command in the Leisure Crew Division for the largest ship-management company
- Overall responsible for the Deck/Engine & Hotel Crew operations for the division
- Lead on Special Projects and Development Opportunities for the division and group
- Strategic leadership for affiliated divisions (V.Hospitality & The Crew Network)

***Hotel Director,  
SILVERSEA CRUISES***

[www.silversea.com](http://www.silversea.com)

Jan 2011 – June 2012  
Monte-Carlo, Monaco

- Monitor performance to ensure that company rules and procedures are followed
- Responsible for the overall quality performance of the hotel department
- Responsible for the safe and efficient operation of all on-board departments
- Developed & implemented new progressive Service Quality programs
- Analyze financial information and create reports for owners
- Coached and developed the reporting managers to increase team engagement

***Business Development Manager,  
V.HOSPITALITY (V.SHIPS LEISURE)***

[www.vgrouplimited.com](http://www.vgrouplimited.com)

Jan 2007 – Jan 2011  
Monte-Carlo, Monaco

- Developed client base with hotels, resorts and cruise lines worldwide
- Implemented internal V.Ships processes to integrate new entity within V.Ships
- Developed international partnerships for Recruitment and Hotel Operation activities

***Fleet HR & Training Manager,  
REGENT SEVEN SEAS CRUISES***

[www.rssc.com](http://www.rssc.com)

Jan 2005 – Dec 2006  
Fort Lauderdale, USA

- Enhance & improve overall HR function fleetwide.
- Developed & implemented “Service Anchors” & management training program
- Monitored on board Operations quality standards and HR processes
- Coached on board managers with emphasis on professional development
- Implemented re-branding training strategy and tools on board all vessels
- Conducted re-branding training modules on board all vessels

***Human Resources Manager,  
REGENT SEVEN SEAS CRUISES***

[www.rssc.com](http://www.rssc.com)

May 2003 – Dec 2004  
Fort Lauderdale, USA

- Enhance on-board Crew Welfare process
- Developed and coordinated implementation of on-board training
- Monitored payroll, manning levels & hiring practices to ensure fairness
- Implemented tools to foster employee morale, productivity & efficiency
- Assisted managers in coaching process, evaluations, discipline & legal matters

*7 years longevity with Accor Hotels and Carlson Group, with a steady growth in career and responsibilities*

**June 1996 – April 2003:**

***Director of Front Office,*** Feb 2002 – Apr 2003  
**SOFITEL LAFAYETTE SQUARE (ACCOR)** Washington DC, USA  
[www.sofitel.com](http://www.sofitel.com)

- Member of the Opening Management Team for the 5-star/5-diamond property
- Responsible for the operations & management of all Front Office Departments
- Implemented and responsible for all Accounting & Financial Audits
- Established all operational & managerial Front Office procedures for the opening

***Controller/Hotel Controller,*** Aug 2001 – Dec 2001  
**RADISSON SEVEN SEAS CRUISES (CARLSON)** Fort Lauderdale, USA  
[www.rssc.com](http://www.rssc.com)

- Member of the Hotel Officers Team on the inaugural season of the vessel
- Assist the Hotel Director in the management of F&B and Housekeeping
- Financial reporting to head office for all F&B and housekeeping activities
- Training & supervision of public health & sanitation of all hotel departments
- Interdepartmental coordination for all technical/equipment matters

***Operations Director,*** Apr 2000 – Aug 2001  
**SOFITEL NEW YORK (ACCOR)** New York City, USA  
[www.sofitel.com](http://www.sofitel.com)

- Member of the Executive Management Team
- Part of the Opening Team for the 5-star Sofitel Hotel
- Responsible for the safe & efficient operation of all departments
- Managed the Guest Services Department (24 employees)
- Assisted in implementation and monitoring of Financial Audit Procedures

***Food & Beverage Director,*** July 1999 – Mar 2000  
**NOVOTEL NEW YORK (ACCOR)** New York City, USA  
[www.novotel.com](http://www.novotel.com)

- Member of the Executive Management Team
- Responsible for all F&B outlets (restaurant, bar, room service, kitchen, banquets)
- Coordinated F&B special projects (New Year's Eve on Times Square)

***Guest Services Manager,*** June 1996 – July 1999  
**NOVOTEL NEW YORK (ACCOR)** New York City, USA  
[www.novotel.com](http://www.novotel.com)

- Member of the Executive Management Team
- Coordinated all VIP-related issues and Guest Complaints
- Responsible for the safe and efficient operation of all departments
- Developed & managed the new Guest Services Department
- Developed and implemented Quality control tools

## EDUCATION:

***Master of Business Administration (M.B.A.)***, May 1996.  
C.W. Post Campus of Long Island University, New-York, USA.  
Concentration in Managerial Finance - GPA of 3.84 - (with Honors)

***Bachelor of Science***, June 1991.  
Pierre & Marie Curie University, Paris, France (with Honors)

## LANGUAGES:

Fluent in English and French, Notions in German and Italian.

## ACTIVITIES & PROFESSIONAL ASSOCIATIONS



TED-x Motivational Speaker



**Adjunct-Professor of Management** for the Master of Luxury Hospitality students (2012 – now)



Member of the **Board of Advisors** – New York School of Business (2021 – now)



Member of the Labor-Relations Sub-Committee, **Cruise Line International Association (CLIA)** (Brussels)



Member of the **Yacht Club of Monaco – Section “voile”** (Monaco)



Active Member at **The Propeller Club Monaco** (Monaco)



Treasurer and Active Member at **SKAL International Club** (Monaco and French Riviera)



**6-Sigma** Operational Excellence trained and certified