

Paolo Bartolozzi – Professional CV

Candidate for President of Skål Europe (2025–2027)

Professional Profile

Tourism and hospitality professional with over 30 years of experience in hotel management, tourism technology, and digital transformation. My career combines hands-on leadership in 4- and 5-star hotel operations with entrepreneurial experience in hotel distribution systems, and a present-day focus on aviation process mentoring and digital commercial strategy. Having worked across the entire tourism value chain — accommodation, distribution, and transport — I bring a comprehensive, practical understanding of how Europe's tourism ecosystem operates under the ESG framework. My work consistently aims to connect innovation, sustainability, and service excellence in tourism. Fluent in Italian, English, and French.

Current Professional Roles

Sardegna Grand Hotel Terme – Digital & Commercial Strategy Manager
Fordongianus, Sardinia – Italy
2009 – Present

Oversee the resort's digital sales, pricing, and distribution strategy for one of Sardinia's leading wellness and medical spa properties. Supervise brand communication, partnerships with OTAs and tour operators, and global visibility. Manage revenue systems and analyse performance indicators (occupancy, ADR, RevPAR). Coordinate CRM, digital marketing, and online reputation management. Integrate ESG-aligned principles in business planning and wellness tourism promotion. Collaborate with management and ownership on investment strategy and market development.

Delta Air Lines Account – IT and Processes Mentor – European Market Teams (Res, CS & Regulatory)
Italian, English, and French Areas
2023 – Present

Mentor Delta's European operations teams in reservations, customer service, and regulatory compliance. Lead process optimisation and digital integration across regional and global platforms. Deliver technical and procedural training for multi-country teams in Europe. Ensure compliance with European regulatory frameworks and internal ESG standards. Promote operational excellence and innovation across Delta's European network.

Previous Professional Experience

Entrepreneur – Hotel Distribution Systems and E-Commerce
2000 – 2008

Founded and managed a company providing online booking and distribution technology for hotels and travel businesses. Designed digital sales platforms and implemented channel management systems ahead of their widespread adoption. Advised hotels and tour operators on e-commerce strategy, pricing, and online visibility. Collaborated with tourism boards and regional consortia to promote digital transformation in hospitality.

General Manager & Operations Director – 4★ and 5★ Hotels, Italy
1992 – 2002

Directed all operational and administrative aspects of several luxury hotels. Managed multidisciplinary teams across Front Office, F&B, Spa, and Events. Negotiated contracts with tour operators and corporate clients. Oversaw renovation and repositioning projects that improved brand and profitability. Introduced early sustainability measures and guest-centred service innovation.

Hospitality & Tourism Management – Early Career
1984 – 1992

Began professional career in hotel operations after earning a Master's Degree in Hotel Management. Progressed through key roles in administration, marketing, and customer service. Acquired extensive knowledge of European hospitality operations and market trends.

Education

Master's Degree in Hotel Management, 1984

Languages

Italian – Native

English – C2

French – C2

Professional Involvement in Skål

Vice President, Skål Europe (2023–2025) Member, Skål International Sustainability Commission (since 2025) Former President, Skål Roma Former International Councillor, Skål Italia Coordinator of the Skål Europe Awards (Sustainability, Special, and Technology) Contributor to the Skål Europe Academy webinars

Publications & Conferences

Author of over 250 professional articles on sustainability, innovation, and tourism transformation. Speaker and moderator at Skål Europe Academy webinars and European tourism events. Creator of the “Organic Opportunity” editorial series linking gastronomy, sustainability, and hospitality.