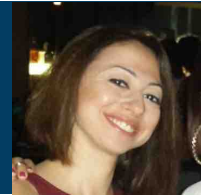


# Manal Georges Syriani

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## PROFILE

Holding a Bachelor Degree in Hospitality Management form Lebanese University;  
Joined Turnkey Ventures as of 2008 after 5 years of experience in hotels. Contributed in the development of Ramada Lebanon as part of management opening team.  
Developed hotels and restaurants concepts in Lebanon, and other MENA countries  
Developed and implemented a CRM Module for restaurants

## PROJECTS AT TURNKEY VENTURES SAL

Feasibility Studies	<p><b>Led the feasibility on several hotel and restaurant projects in Lebanon, KSA, Amman and other regions in the middle east</b></p> <ul style="list-style-type: none"><li>- Business Plan for different simulations for the concept</li><li>- Financial projections for several years covering all revenues and costs associated to identified departments and functions</li><li>- Capital expenditure and pre-opening expenses analysis</li><li>- Return on investment and IRR analysis</li></ul> <p><b>Main Projects</b></p> <ul style="list-style-type: none"><li>- CITEA Apart-Hotel, Lebanon</li><li>- The Key Hotel, Lebanon</li><li>- Royal Tulip, Lebanon</li><li>- Pasteure Boutique Hotel, Lebanon</li><li>- Tabaris Cluster Project, Lebanon</li><li>- Lebanese Restaurant Concept, Amman-Jordan</li><li>- Accommodation projects in Jeddah, Riyadh &amp; Al Qassim</li></ul>
Corporate Restructuring & Strategic Support	<p><b>Led the Strategic Development and reengineering of several projects by providing support at the Corporate, Functional &amp; Operational Levels</b></p> <ul style="list-style-type: none"><li>- Owner Representation</li><li>- Restructuring and Reengineering for the corporate structure based on added values of partners (Board) and the team (functional &amp; Operational levels)</li><li>- Concept redefinition and revisiting for restaurant concepts</li><li>- Development and implementation of sales strategies at the company levels</li><li>- Development and implementation of operational strategies at the execution level</li><li>- Establishment of Food Safety and Quality departments</li></ul> <p><b>Main projects:</b></p> <ul style="list-style-type: none"><li>- Babel (AFKAR holding), Lebanon</li><li>- Prunelle, Lebanon</li><li>- Burj Al Hamam Restaurant, Lebanon</li><li>- Douaihy Sweets, Lebanon</li><li>- AL Sultan Brahim (RAMY Holding), Lebanon</li><li>- La Maison du café, Lebanon</li><li>- Ramada Down Town Hotel, Lebanon</li></ul>

<b>SOPs &amp; Manuals Development</b>	<p><b>Led the restructuring for the finance department on several restaurant and hotel projects</b></p> <ul style="list-style-type: none"> <li>- Setting up policies and procedures for all financial functions</li> <li>- Developing budgets and projections for the different departments</li> <li>- Strategic set up for financial decisions making and cash flow management</li> <li>- Establishing assets management systems</li> <li>- Setting up the purchasing department systems and procedures</li> <li>- Revisiting the Cost Control Cycle and identify corrective measures where needed</li> </ul> <p><b>Developed manuals and SOPs for operational and administrative departments for hotels and restaurants</b></p> <ul style="list-style-type: none"> <li>- Assessment for key personnel in the operation and proposed recruitment, training and coaching plans accordingly</li> <li>- Assessment on existing practices and identified corrective measures</li> <li>- Operational and administrative SOPs building based on the main cycles for product, employee, guests and finance</li> </ul> <p><b>Main projects</b></p> <ul style="list-style-type: none"> <li>- Sushi Ko Chain, Lebanon</li> <li>- Coral Beach Hotel, Lebanon</li> <li>- Ramada Down Town Hotel, Lebanon</li> <li>- Quality Inn Hotel, Lebanon</li> <li>- Wandalus Hotels, KSA</li> <li>- Marinus Restaurant, Lebanon</li> </ul>
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<b>Pre-Opening Support</b>	<p><b>Provide support during the pre-opening phase for hotels and restaurant projects</b></p> <ul style="list-style-type: none"> <li>- Guidance and support in operational set up for the pre-opening period</li> <li>- Support in developing and follow up on pre-opening action plans</li> <li>- Operation Manuals development including back and front of the house policies and procedures</li> <li>- Support in training sessions on manuals implementation</li> <li>- Shadowing and coaching after the opening period</li> <li>- Support in the identification of FFE and SOE</li> <li>- Identification and setting up for all IT systems related to the operation</li> </ul> <p><b>Main Projects</b></p> <ul style="list-style-type: none"> <li>- The Landmark, Lebanon</li> <li>- CITEA Apart Hotel, Lebanon</li> <li>- The Palms Resort, Aleppo-Syria</li> <li>- Maki Restaurant, Lebanon</li> <li>- Fayy Restaurant, Kuwait</li> <li>- Pearl One Restaurant, Tangier-Morocco</li> </ul>
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<b>Customer Relationship Management (CRM)</b>	<p><b>Led the development of full CRM systems and programs for Restaurants and B2B projects</b></p> <ul style="list-style-type: none"> <li>- Establishing the CRM department from team to systems and procedures</li> <li>- Developed the Customer feedback cycles and reporting channels</li> <li>- Developed full policies and procedures for feedback communication and action planning</li> <li>- Established marketing analysis flow based on flow of information</li> </ul> <p><b>Main projects:</b></p> <ul style="list-style-type: none"> <li>- Babel (AFKAR holding), Lebanon</li> <li>- Prunelle, Lebanon</li> <li>- Marinus Restaurant, Lebanon</li> </ul> <p><b>Written a series of articles on CRM based on case studies with different brands; published in Hospitality News Middle East</b></p>
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<b>Other Coordination Duties</b>	<p><b>Provided support and coordination for training sessions and mystery shopping projects, for several restaurants in Lebanon</b></p> <ul style="list-style-type: none"> <li>- Abdelwahab Restaurant (part of GHIA group)</li> <li>- DUO Restaurant (part of GHIA group)</li> <li>- Maki Restaurant (training for preopening team)</li> <li>- La Posta (part of Medi Resto Group)</li> <li>- Shogun Lounge</li> <li>- Leil Nhar concept</li> </ul>
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## EDUCATION

### **Lebanese University – Faculty of Tourism & Hospitality Management (2004 – 2008)**

Beer Hassan, Lebanon

Holder of a Bachelor Degree in Hospitality Management

Conducted successfully all required operational and administrative trainings

### **Ecole Notre Dame de La Paix (1988 – 2002)**

Lebanon

Lebanese Baccaureat in Sociology & Economy

## PERSONAL

Born August 17<sup>th</sup>, 1984

Excellent health

Martial Status: Single

## AWARDS & ACCOMPLISHMENTS

- 2008-2009, obtained an award for contributing in the Master Plan for the Ministry of Tourism
- 2014-Present; Contributed a series of Articles on CRM (Customer Relationship Management) in the Hospitality News Magazine