

Raja Georges Nasri

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PROFILE

Strong background in business and hotel management. Ability to adapt to changing environments through living, studying and working in Lebanon, France, the U.A.E., Kuwait , the United Kingdom, the Kingdom of Saudi Arabia, Morocco, and Jordan . Fluent in French and English, Arabic native language. Able to work independently or in cooperation with others in a team. Developed leadership skills as became specialized in managing projects and teams from the preopening of a site till the first days of operation

PROFESSIONAL EXPERIENCE

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">October 2008 – today</p>	<p>Turnkey Ventures sal General manager</p> <ul style="list-style-type: none">• Expert at LFA - Lebanese Franchise Association• Treasurer of HCA – Hospitality Consultants Association• Developing tourism projects in Lebanon, Syria and Jordan<ul style="list-style-type: none">○ 80 000 m2 in Beirut suburbs○ 30 000 m2 in the Dead Sea area in Jordan○ 100 000 m2 outside Aleppo (on hold)
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">September 2005 till October 2008</p>	<p>Taameer Real Estate Investment KSCC Vice President Hospitality Projects</p> <ul style="list-style-type: none">• Handling the Hospitality activities of this Kuwaiti Company, based in Lebanon.<ul style="list-style-type: none">○ Holding the Master Franchise for Ramada Hotels in 6 countries Lebanon- Egypt – Libya – Morocco – Jordan and Iraq<ul style="list-style-type: none">▪ Key Manager (correspondent between Ramada and Taameer)▪ Set up of the Taameer Hospitality subsidiary of the Company in Kuwait▪ Set up full subsidiaries in Lebanon-Morocco-Egypt and Jordan (Taameer Hospitality sa) shareholding companies fully owned by Taameer Real Estate Investment KSCC○ Developing a furnished serviced apartments brand (AMAIA Residence) with a pilot project in Kuwait open in December 2008○ Developing Al Corniche Club Resort and SPA with an operation in Kuwait (open since 2006) , aiming at a roll out in the Middle East

April 2003 till today

**Nasri for Tourist Consultancy sarl www.n4tc.com
Managing Partner**

- Since joined Taameer Real Estate Investment Company, limited activities to
 - restaurants' restructuring- Standards Operating Procedures development
 - restaurants' franchising in the Middle East
- GHIA Group of restaurants(owners of Abdel Wahab – DUO)
 - Full restructuring of the Company
 - Appointing an Operations Director
 - Reviewed all Human Resources and Marketing policies
- Babel
 - Set the SOPs
 - Negotiated the franchise agreement
 - Strategic Consultancy
- Prunelle Bakery
 - Strategic Consultancy
 - Sales restructuring
- Ramy Holding
 - Proposed restructuring of Head Office
 - Assessment of Outlets Managers
- Lord of the Wings Restaurants
 - Developed all Standard Operating Manuals for two restaurants in Beirut (Gemmayzeh and City Mall)
- La Posta Restaurant
 - Developed all Standard Operating Manuals for 2 restaurants in Beirut (Down Town and Achrafieh)
 - Developed all Standard Operating Manuals for La Posta Gourmet a Delicatessen shop selling prime Italian products
- Berkeley Hotel : Restructuring of a 3 star hotel in Beirut
- The Landmark: Major project in down town Beirut. Selection of an Operating Company.
- Boscolo Group : Full market study to penetrate the Middle East
- AL Sham Hotels : full assessment of existing hotels in Syria
- InterContinental Beirut: review Sales and Marketing synergy among the 5 existing hotels in Lebanon.
- Hotel extension for Bamboo Bay : feasibility for 30 luxurious villas added to this exclusive beach complex
- L'Auberge des Cèdres: review operation to get more business.
- Roadster Diner restaurants:
 - 7 locations, assignment on writing manuals and franchising the concept.
- Salmontini, La Maison du Saumon:
 - 1 location in Lebanon and 2 in the Gulf, preparing manuals

<p style="text-align: center;">December 2001 – March 2003</p>	<p>LE MERIDIEN AMMAN General Manager</p> <ul style="list-style-type: none"> • Achieved the renovation of the hotel and added 132 new executive rooms to the existing 300. • Opened all 6 new outlets including Benihana, a Micro Brewery concept and 2 private dining concepts, one European and the other one Oriental for 50 persons each • Opened the 3500m² Health Club and Spa • Reviewed all staffing to meet new opportunities especially in Food and Beverage • launched the Royal Convention Center as our main ballroom after hosting the Arab Summit in spring 2001
<p style="text-align: center;">January 2001 – December 2001</p>	<p>THE EQUESTRIAN CLUB OF JEDDAH General Manager</p> <ul style="list-style-type: none"> • Represent Le Meridien in the achievement of this unique resort to include a Boutique all suites hotel, private club houses for men , ladies and families with a Royal SPA , a balneotherapy center and a standalone banquet hall • Redefine with the project management Company the concept to fit the operational feasibility • Started recruiting members for the exclusive Club, reached 100 families who paid SR. 2 Million as membership deposit •
<p style="text-align: center;">April 1999– November 2000</p>	<p>LE MERIDIEN, MERINIDES, FES General Manager</p> <ul style="list-style-type: none"> • Overlook the full refurbishing of the 110 rooms and suites as well as all surrounding areas. • Position this newly acquired hotel as a Meridien product on the local and the international markets. • Review all procedures to meet with Meridien standards.
<p style="text-align: center;">September 1996 –March 1999</p>	<p>LE MERIDIEN Kuwait Deputy General Manager</p> <ul style="list-style-type: none"> • Establish a sales and marketing spirit throughout the hotel. • Improve room revenue by 15% in one year in a stable market and achieve best results since opening. • Implement an incentive program for Sales, Rooms division as well as Food and Beverage department. • Position 2 outlets to become among the best in Kuwait.

<p style="text-align: center;">September 1994 - August 1996</p>	<p>LE MERIDIEN and FORTE GRAND Hotels Middle East (15 Hotels) Vice President Sales & Marketing</p> <ul style="list-style-type: none"> • Define the Sales and Marketing action plan as well as the Public Relations plan for the coming two years. • Develop 2 regional meetings to improve team building between Le Méridien and Forte Grand Directors of Sales & Marketing, include the PR managers with reviewed tasks. • Represent the hotels in developing markets (e.g. Japan). • Implement Sales & Marketing synergy in Egypt and UAE <ul style="list-style-type: none"> ○ (4 hotels in each country). • Prepare and make presentations to hotel owners
<p style="text-align: center;">May 1993- August 1994</p>	<p>LE MERIDIEN HOTELS EUROPE Vice President Sales (10 hotels and 5 Sales Offices)</p> <ul style="list-style-type: none"> • Handle/coordinate all Sales aspects of hotels and Sales Offices. • Define action plans, Sales budgets and Sales structure. • Coordinate inter-hotel and inter-division Sales. • Handle incentive market sales, cruise liners and consortia
<p style="text-align: center;">March 1989- April 1993</p>	<p>LE MERIDEIN MONTPARNASSE Director of Sales (Sales and Reservation teams of 24 persons)</p> <ul style="list-style-type: none"> • Position the newly refurbished 950 rooms property • Reorganize the whole department • Create all printed and audio-visual materials needed. • Travel to major European feeder markets and North American states. • Hire all personnel, train them through programs developed in conjunction with corporate office.
<p style="text-align: center;">September 1987- February 1989</p>	<p>LES MERIDIEN PARIS (Le Méridien Etoile & Montparnasse) Sales Manager</p> <ul style="list-style-type: none"> • Handle Middle East Market, added Africa, Benelux as well as Airlines and Consortia. • Sign all contracts on those markets and for both hotel

November 1984 - August 1987	<p>LE MERIDIEN PARIS ETOILE Sales Manager</p> <ul style="list-style-type: none"> • Handle the Middle East, UK and airlines markets. • Negotiate special events and Tour Operating related. • Adapt existing in-house collateral to meet guests' requests.
June 1980 - September 1982	<p>THE CHASE SUPERSNACKS (Lebanon) Restaurants Manager (120 employees in 5 different units)</p> <ul style="list-style-type: none"> • Establish policies, standards and procedures for expanding restaurant chain. • Redesign properties to suit concept, develop menus • Hire and train personnel.

EDUCATION

I.M.H.I.- Cornell/Essec (1982 - 1984)

France

Post Graduate Studies in Hotel Management - MPS

American University of Beirut (1977 - 1980)

Lebanon

Bachelor of Business Administration - BBA

Lycée Franco-Libanais (1962 - 1977)

Lebanon

Lebanese Baccaalaureat

ACADEMIC EXPERIENCE(since 2004 till 2015)

- **USJ** : Université Saint Joseph – Lebanon
 - Elected on the Board of the Institut de Gestion des Entreprises - ex Coordinator to the Director of Hotel Management School
 - Developed the whole program for the Bachelor Degree in Hospitality Management
 - Recruit all professors
 - Coordinate all training programs
 - Coordinate the operation of L'Atelier; restaurant belonging to the University
 - Teaching 5 courses
 - the Final Project Development
 - Strategic Management
 - Resorts Management and Operations
 - Human Resources Management
 - Sales and Presentation Techniques
- **UL** : Université Libanaise Beirut - Lebanon
 - Instructor and advisor to the Dean of Hotel Management School
 - Teaching 3 courses
 - Feasibility Studies
 - Resorts Management
 - Case Studies in Management
 - Coordinate the Final Projects

PERSONAL

Born July 5th, 1959

Excellent health

Married with two children (16 and 12 years old)

Native Lebanese -Holding French and Lebanese passports for the whole family

AWARDS

- 2008-2009 appointed Counselor to the Minister of Tourism
- 2009 elected best representative of Grumpy Gourmet Competition
- Among best contributors of Hospitality News magazine