

Ehab El Kerdany

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Professional profile

A dedicated and results-driven professional with extensive experience gained within the international hotel industry, working to CEO level. Maintains exceptional commercial skills, with a proven record in delivering large revenue increases through the efficient management of all business operations, sales and marketing functions. Demonstrates the ability to lead teams of staff to excellent results through effective motivation, team development and guidance. Focused upon the achievement of all internal targets and objectives, employing strong problem solving skills, a 'can-do' attitude to challenges and the ability to think out of the box to ensure effective solutions are implemented. Possesses outstanding business communication skills and can negotiate with influence at all levels.

Objective

Looking for a new, challenging regional senior executive position that makes best use of my advanced knowledge of the industry while enabling ongoing professional development.

Career summary

2009 - 2013 **ABJAR HOTELS INTERNATIONAL LLC. DUBAI, UAE.** **CEO**

- Providing leadership and direction within a critical role within the Hotel industry, with responsibility for hotel launches, acquisitions, rebranding and strategy
- Maintaining senior accountability for a dedicated team of 70 staff within the Head Office, ensuring the highest levels of performance are maintained through effective management and the implementation of quality control systems
- Acting as a key member of the Board and an exceptional representative of the owners of managed properties
- Managing all aspects of four successful hotel acquisitions, one hotel rebranding and the launch of a new franchised hotel
- Retaining senior responsibility for the company's actions in managing nine hotels, including the Ritz Carlton Dubai, Sheraton Dubai, Crowne Plaza Diera Dubai, Ramada Hotel Dubai, Ramada Hotel Jumierah, Holiday Inn Express Airport, Safa Park Jumeirah, and Internet City
- Demonstrating advanced business acumen and core leadership qualities, with responsibilities covering contract negotiation, strategy development, policy definition and SOPs
- Leading a broad array of renovation projects, while successfully diversifying the company portfolio within a highly competitive marketplace
- Achieving exceptional results within the role including the delivery of a 20m increase in the profitability of hotels in the past year alone

1997 - 2009 **SAFIR INTERNATIONAL HOTEL MANAGEMENT** **Director of Operations and Developments – North Africa**

- Directing all hotel operations within the hotels to ensure an optimal standard of performance was achieved and all business objectives were accomplished
- Acting as a key member of the Executive Committee, while playing a critical role in the identification of new areas for growth and development
- Key areas of accountability included the definition and control of hotel budgets, the implementation of strict quality control systems policies and the rollout of operational systems

1974 – 1997 **Diversified Experiences at International Chains,** **Private Business.**

- F& B Operations at Hilton International.
- F.O., Sales & Marketing, Nile Cruise, Manger at Sheraton International.
- GM. At Majestic Nile Cruises.

- Hotel Manager at Accor Hotels International. Opened 2 Hotels.
- General manger at Safir Hotels in Syria, Egypt and Kuwait.
- Assistant to the Chairman Kato Aromatic. Owners of Four Seasons Guiza, Panorama Hotel, Movenpick Ghazla, Alrwad Touristic Master Development Project.

Major achievements

- Maitre Hotelier at Chaine Des Rotisseurs.
- Lecturer of hotel management at the Faculty of Hotels and Tourism
- Member of the advisory Board for the Arab Investment Conference
- Barons Who's Who Global Banking and finance
- Barons President Award from Barons international USA
- Barons Lifetime Award from Barons International USA
- Golden Award For Excellence and Business Prestige USA
- Several Awards of Best Hotels in Egypt, Syria and Dubai.

Education and qualifications

CHA Certified Hotel Administrator, 2008 (AH&LA, USA)
BA (Hons). Hotel Management, Helwan University, Faculty of Hotel Management, Egypt)

Key I.T. skills

- Excel, HTML, Outlook, Opera, Micros & Sun

Personal details

Languages: English (fluent), Arabic (fluent), French (intermediate)
Other: Driver; full clean license

Interests and activities

Currently include: Sports including boats, fishing, tennis, shooting, horses and football

References

Bob Kharazmi

Global officer, Worldwide Operations

The Ritz Carlton Hotel Company LLC.

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Pascal Gauvin

Senior Vice President

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Guido Dewailde

Senior vice president, Regional Director Middle East

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