

Mirko Francioni

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Executive Summary:

Results-oriented Executive with 20+ years of international accomplishment in the Hotel, Spa and Food & Beverage Service sectors. Successful manager of operations with full P/L responsibility. Cross-culturally sensitive, able to provide strong hands-on leadership and motivation to large in-house teams. Solid track record of turning around underperforming operations and rapidly achieving breakeven / profitability in new ventures. Strong leader with team-building skills and the ability to motivate and develop employees. Dedicated to cost effective business solutions and customer satisfaction. Highly mobile, willing to relocate or travel extensively to fulfill corporate objectives.

Skills:

- Regional General Management and Operations
- Business Development, New Concept Development and Languages
- Change of Management, Business Turnaround, Business Start-Up, Business Set up, Consultancy
- Systems Implementation, Financial Planning & Budgeting.
- Contracting, Deal Evaluation and Negotiation
- Merger & Acquisition

Work Experience:

Qlifestyle Group (Singapore)

Feb 2011 – July 2016

Regional General Manager Hotel & Global Head of Business Development

Responsibilities:

Prana Hotels & Resorts

- ❖ Prana Hotels & Resorts Operational performance
- ❖ Full P&L performance
- ❖ Property Management under Qlifestyle Limited (2 Wellness Centres and service apartment across US, Africa Malaysia, Thailand and other parts of Asia).
- ❖ Sales & Marketing strategies and implementation
- ❖ Development of Prana Hotels & Resorts franchise module
- ❖ Development of Amala Restaurant franchise module
- ❖ Development of Amezcua franchise module
- ❖ Evaluation, Contract, Deal Negotiation, Merger and Acquisition for new properties
- ❖ Business Planning

Qlifestyle Holidays

- ❖ Sales & Marketing Strategies and implementation
- ❖ Business Development & Market Research
- ❖ Product Development for Qlifestyle Holiday brands (QVI, Qbreaks, Qvi Points, Tripsavr, Xchangeworld).
- ❖ Relationship with Partners around the world
- ❖ Partnership Contracts, Evaluation of current and new Partners
- ❖ Full P&L

Duties:

Prana Hotels & Resorts

- ❖ Overseeing the Hotel Business Development
- ❖ Sales & Marketing Strategies & Communications
- ❖ Hotel Financial Performance
- ❖ Operations Management & Customer Service
- ❖ Medical Spa & Wellness Centre Operations
- ❖ IT department and Human Resource.

Qlifestyle holidays

- ❖ Managing new and existing projects under Qlifestyle Limited
- ❖ Develop new Marketing strategies.
- ❖ Solely responsible for conceptualizing, planning and implementation of tasks across whole operations.
- ❖ USD 160 million annual sales revenue under the brand Qlifestyle (holiday club and vacation products).

Achievements

- ❖ Successfully renovated heritage hotel in Antalya, Turkey
- ❖ Manage Prana new hotel in Koh Samui and developed new F&B Concept
- ❖ Developed 2 new online businesses for Qlifestyle holidays
- ❖ Meet 3 years sales target, budgeted cost and company profitability

Mpeiria Group (Hong Kong, SAR)
Executive Director and Founder

Mar 2008 – Jan 2011

❖ **Hotel Management Services**

- Pre-opening Management Services
- Turn key project,
- Manage the property before and after opening
- Provide Design ideas, Hotel Concept, F&B Concept
- Provide Guideline for all departments (Room Division, Housekeeping, Security, Engineering, Recruitment)

- Provide overall management structure
- Provide and set up the overall operation including: Financials SOP, Business Plan, and Sales & Marketing.

❖ **Wellness Centre brand set up**

Create and Develop our Group Wellness Centre concept and brand.

❖ **Consultancy Services**

- Provide turn key project consultancy services for Hotel, Spas and Restaurants
- Provide Project Renovation, Design, Concept, Hotel, F&B.
- Create Business Plan, SOP, Financial set up, Operation, Staff Recruitment, Project Pre-opening.
- Management Review services, this includes review of (Business Performance, Cost Control)
- Provide report as Well Solution, Strategies how to Built or Develop further the Business.
- Provide guidance on Company Set up including Legal, Tax, Full P&L.
- Implementation; Financial/budgeting; Staff Training; Marketing; Business Evaluation.

Mpeiria Management Projects

❖ **Hotel Projects**

o **Projet One**

Boutique hotel in Shanghai, China

- 45 designer & Luxury rooms
- 4 F&B Outlets (Japanese, Italian, Club Lounge, Wine-bar)
- Room Service
- Nightclub up to 500 seats
- Wellness Centre/SPA.

o **Projet Two**

Boutique hotel in Tianjin, China

- 20 Luxury rooms
- 3 F&B Outlets (international cuisine, cocktail bar, club lounge)
- Room Service
- Banqueting/private rooms facility
- Wellness Centre/SPA

❖ **Wellness Center & SPA under wellb brand**

- SPA in Lanfang, Beijing, China (approx. 4,000 sqft) within Golf Course/resort property
- Energy Medicine Centre Beijing CBD area (approx. 1,300 sqft),
- Free standing Centre, Sanya (approx. 55,000 sqft) within a Resort.

❖ F&B

Italian Restaurant, Hong Kong SAR, China

Mpeiria Management and Consultancy Services

❖ Project and Consultancy

- Top Fitness Club Chain (14 clubs) in Shenzhen, China
- 5* Hotel Concept (300 rooms) in Shenzhen China
- Luxury SPA Concept & Consultancy (15,000 sqft) in Shenzhen China
- Boutique 5* Holistic/Wellness Luxury Hotel Concept and Consultancy (90 rooms) in Hainan, China
- 5* Hotel Concept and Consultancy (200 Rooms and 150 Villas) in Hainan, China
- 5* Hotel and SPA Management Concept (250 Luxury Rooms) in Macau, China
- 5* Private Hotel (80 Luxury rooms) Hainan, China

Mpeiria Group Associations & Memberships

- International SPA Association
- Medical Tourism Association

Q lifestyle Pte Ltd (Hong Kong & Singapore)
Associate Director/Chief Operating Officer

Oct 2004 – Feb 2008

Responsibilities

- ❖ Group Sales Performance
- ❖ Company Performance
- ❖ Solely responsible for conceptualizing, planning and implementing tasks across the whole operations.
- ❖ Accountable for initiating and managing new and existing projects.
- ❖ Partnership Contracts, Evaluation of current and new Partners
- ❖ Evaluation, Contract, Deal Negotiation, Merger and Acquisition for new properties
- ❖ Fully Responsible for the Departments
 - o Business Development, Finance Operations, Operations Management
 - o Customer Service, Medical Spa, Wellness Operations and Marketing Communications,
 - o IT department and Human Resource.

Development & Duties

- ❖ Developed Prana Hotels Concept
- ❖ Developed Management Company under the Prana Brand
- ❖ Development of Amala Restaurant Concept
- ❖ Development of Amezcua Wellness Centre Concept
- ❖ Oversaw the Finance & Accounting Team in all aspects of financial accounting across the Operations.
- ❖ Developed new integrated business strategies to increase sales volume.

- ❖ Coordinated and documented all legal requirements in each market under Singapore, Hong Kong, Middle East, Europe, Indonesia, India, Philippines and Thailand.

Achievement

- ❖ Conceived and Developed Medical Spa and Holistic Centre concept, 1st medical Urban Spa in Asia, the Centre is located in Manila under the brand of “Amezcu Wellness Centre”, the Centre has approximately 40 employees.
- ❖ Created a Concept of Wellness Hotel, small 31 room property in Koh Samui Thailand, 1st Ecological hotel in Thailand, all amenities, hotel equipment from Recycle material, number of staff approximately 38 to 40.
- ❖ Relocated current company from HK to Singapore, successfully establishing a Group of Companies (Qlifestyle) with 2 offices and 120 employees.
- ❖ Restructured a vacation club, increasing the database from 20,000 members up to 400,000, approx. turnover USD 200,000,000.
- ❖ Developed a Wellness Brand and product for sister company within the group, with high revenue turnover, approx. USD 150,000,000.
- ❖ Established a Travel Agency providing service within the group of companies and outside market, approx. turnover USD 4,000,000.
- ❖ Researched, built and create potential business opportunities for new market developments.

Blu Import & Export (Igor’s Group), Hong Kong F&B Operation & Group Purchasing and Distribution Director

Oct 2002 – Oct 2004

Responsibilities & Duties

- ❖ Established from a zero base a Food Import Company – Recruited, trained and motivated staff; Supervised day-to-day activities and administrative function; Sourced new suppliers and products; Marketing and Promotion activities; Consolidate financial, stock and purchasing reports and daily organization.
- ❖ Provided service to the restaurants enabling them to save 20% of food purchases.

Achievement

- ❖ Achieved 30% profit by the end of 12 months operation.
- ❖ Created and developed logistic storage and delivery to same company group restaurants (15).
- ❖ Developed supplier and distributor relationship with Italian products producers
- ❖ Developed distribution channels and supply Restaurant companies in HK

Education:

- ❖ Degree in Hotel Catering and Languages (1983 –1987)
- ❖ Degree in Sports Nutrition (1992 –1994)
- ❖ Advance Diploma in Holistic Medicine (S.A.C.) (2010)
- ❖ Advance Diploma in Nutrition (S.A.C.) (2012)
- ❖ Advance Diploma in Natural Medicine (S.A.C.) (2012)
- ❖ Acupuncture Practitioner (1993 –1995)
- ❖ Traditional Chinese Medicine & Herbology Practitioner (1993 –1995)

Professional Certification:

- ❖ Prognos Practitioner (2008)
- ❖ Quantum Balancing Practitioner (2008)
- ❖ MSA Certified Practitioner (2008)
- ❖ Gym Instructor/Personal Trainer Certification (1991)
- ❖ Human Physiology, Musculoskeletal, Human Anatomy Certification (1991)
- ❖ Guest Satisfaction Training Program Certification by Hilton 1991
- ❖ Public Health and Hygiene Certification (1997)
- ❖ St John Ambulance First Aid Certification (1998)

Languages:

- ❖ Fluent in English, Italian, (Spoken & Written)
- ❖ Fair French, Spanish (Spoken & Written)
- ❖ Basic Portuguese, German (Spoken & Written).

Personal: Age: 47 **Work eligibility** EU Citizen, Hong Kong SAR PR