

# Fernanda Cecin



## Career Highlights

### 2013 | Servir Hospitalidade Consulting - Co-founder

### 2000- 2002 | SuperClubs do Sauipe - Brazil, Front Office Manager

I became part of Super Clubs to create the Front Office Department from the start point. As a pre-opening specialist, my responsibilities included project management, recruitment and training, coordinating and controlling, as well as ensuring team building and support for employees. As a Front-Office manager I was responsible for the overseeing of its sub departments, customer service, crisis management, career development, time and task management, strategic planning and revenue management. Endurance and sense of direction were essential to work in project management and to finalize all assignments on time. Empathy towards the employees was vital to value their strengths and to keep turnover rate low in times where sheer volume of planning and demands were very high.

### 1998- 2000 | Inter-Continental Hotels - Sao Paulo, Guatemala, Lebanon, Pre-opening specialist

Started working at Inter-Continental as operation analyst directly with General Manager and Financial Controller to develop comparison tools of cost control and hotel openings between sister hotels.

Promoted to project coordinator for a pre-opening, after showing in a very short term potential to commit with company's vision and to venture in an international career. In this role, created opening manuals and departmental action plans in coordination with General Manager and the Executive Committee. Controlled that timelines were met and assured the accuracy of operation manuals for future corporate projects.

Transferred to Lebanon for another pre-opening, developed operation and training manuals for the rooms division department. Became assistant director of Housekeeping, structured a trainee program that was both cost effective and in line with the hotel's people development policies. Due to the nature of the team of employees and the large amount of nationalities involved, creativity, team building, long term vision and crises management were fundamental abilities required to perform in this department.

## Additional Experience

The diversity of cultural and professional experiences was fundamental to the development of multi-cultural adaptability. I have ventured in volunteering as a teacher for needy youngsters in Brazil, as a cultural relations executive at Park Hyatt Tokyo in Japan and at Walt Disney Resorts in Florida, in offering sustainability consulting for a school in Argentina and starting up a profitable importing business in Singapore. All these experiences added to corporate hospitality management know-how enable me to bring in wider and fresher perspectives of service and sustainability.

- Fluent in Portuguese, English, French, and Spanish

## About Me

I am a creative, open minded professional dedicated to understand different contexts and to reach a sustainable practice of business. Offer 10 years of international experience in pre-openings and operations in multinational hotel companies, such as Walt Disney Resorts, InterContinental and Hyatt. My natural ability is related to people, empathy and care for customers, colleagues, and employees. Skills such as planning, organizing and focus on results are also a strength.

I worked in several countries including the United States, Guatemala, Lebanon, Japan, Singapore and Argentina. Returned to Sao Paulo in 2014, I am currently partner and consultant at Servir Hospitalidade, with a mission to transform, step by step, the independent Brazilian hotel industry into a more profitable, efficient and sustainable one.

## Education

- Bachelor of Science Degree in Business Administration at Catholic University in Campinas – Brazil

- Bachelor of Science Degree in International Hospitality at Glion Institute of Higher Education – Switzerland.

- Continuing Education in Corporate Social Responsibility at Vestfold University – Norway

- Continuing Education in Corporate Social Responsibility at Stakeholder Intelligence – England

- Continuing Education in Waste Management at Instituto Muda – Brazil