

# SERGE COUTURIAUX



## Profile

A true leader within the hospitality industry, my senior management experiences have given me to master multi-tasking roles. My administrative skills are astute and very well up to date, I am perfectly at ease orchestrating sales and marketing strategies in major revenue-generating scenarios, capable to deliver an optimised, transparent and continuous profit performance throughout.

Furthermore, I come to you, as someone who is comfortable on both the front and backlines of any operation, as to guarantee a world class service to all external and internal customers alike.

Able to move a successful business forward through inspiration, motivation and coaching my fellow team members whilst maintaining an in-depth analytical approach. Constantly bringing forward innovative customer relationship strategies, thereby cultivating a top-notch service culture.

## Languages

English	Fluent
Spanish	Fluent
French	Fluent
Dutch	Fluent

## Academic

1973-1977 / Secondary education, Marnix M.A.V.O., Willemstad, Curaçao

1977-1980 / S.T.H.I.O. Royal Athenaeum with hotel school, Ostend, Belgium

1980 / Kitchen intern, Concord Resort & Casino, New York

## Experiences

### SBJ Consulting

present

Self-employed as hospitality consultant offering independent hospitality consultancy and property management services.

[www.sbj-consulting.com](http://www.sbj-consulting.com)

- 2021 R213 Residence Botanique, Brussels, BE
- 2020 Esquire Serviced Apartments, Ealing UK
- 2019 Freelance Management - Appart Midi 33, Brussels, BE
- 2018 Hotel Consultant - The Green Square Hotel, Brussels, BE
- 2018 Hotel Consultant & Freelance Management - Flat Hotel Midi 33, Brussels, BE
- 2017 Hotel Consultant - hotel Val d'Attert, Aarlen BE

### Directeur

2015 - 2016

Restaurant LES BRASSERIES GEORGES, Brussels

### Corporate F&B Directeur

2013 - 2015

MELIA HOTELS INTERNATIONAL, Havana

### Directeur General

2011 - 2013

Hotel G BEIJING, Beijing & Dalian, China

### General Manager

2008 - 2011

GOLDEN TULIP hotels, Rabat & Casablanca, Morocco

### General Manager

2007 - 2008

BAROS MALDIVES hotel, North Male atoll, Maldives

### General Manager

2007 - 2007

(Opening) VERANDA RESORT, Turks & Caicos, Caribbean

### Executive Assistant Manager i/c of F&B

2005 - 2007

THE REGENT PALMS hotel, Turks & Caicos, Caribbean

### Owner/Directeur

2004 - 2005

Restaurant OTRO MUNDO, Marbella, Spain

### General Manager

2003 - 2004

LOS MONTEROS hotel, Marbella, Spain

### F&B Directeur

2001 - 2003

CONRAD RESORT & CASINO, Uruguay

### F&B Directeur

1998 - 2001

PUENTE ROMANO hotel, Marbella, Spain

### Executive Chef

1997 - 1998

SONESTA BEACH RESORT & CASINO, Curaçao

### F&B Manager

1996 - 1997

EL CONQUISTADOR RESORT & CASINO, Puerto Rico

### F&B Manager

1995 - 1996

TALANQUERA BEACH RESORT, Dominican Republic

### F&B Manager

1993 - 1995

(Opening) ARUBA HILTON HOTEL & CASINO, Aruba

## Intangible assets

- Analytical
- Initiative & proactiveness
- Problem solving
- Detail oriented / meticulous
- Clear & concise communicator
- Coach spirit
- Flexible

## Associations



Rotary Club Secretary, Marbella  
1999 – 2001



Chaine des Rôtisseurs ; Chef  
Rôtisseur 1997 – 1998



Honorable mention, 3<sup>e</sup> Salon  
Culinaire Mondial 1993,  
Baln/Switzerland

## Personalia

Date of birth; 23/ 09/ 1961  
Place of birth; Gent, Belgium  
Nationality; Belgian  
Status; Single

## Networking



<b>Executive Chef</b> TRINIDAD HILTON hotel, Trinidad & Tobago	1990 - 1993
<b>Executive Chef</b> (Opening) TABA HILTON HOTEL & CASINO, Egypt	1989 - 1990
<b>Banquet Chef</b> RAMSES HILTON HOTEL & CASINO, Egypt	1988 - 1989
<b>Banquet Chef</b> PARADISE TOWERS HOTEL & CASINO, Bahamas	1985 - 1988
<b>Sous-Chef</b> Restaurant BUENA VISTA, Bahamas	1983 - 1985
<b>Galley Chef</b> Private yacht, M/V PACO RABANNE	1982 - 1983
<b>Sous-Chef</b> (Opening) Restaurant ST. JEAN DES PRES, New York	1980 - 1982
<b>Second de Cuisine</b> Restaurant LE DIKKENEK, Brussels	1979 - 1980
<b>Chef de Partie</b> Restaurant AUBERGE DES CHAPELIERS, Brussels	1979 - 1979