

## Contact

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## Top Skills

Business Strategy  
Senior Consultant Project Manager  
Tourism

## Certifications

Business Development Manager

# Alfonso Cerreti

Hotel Manager at Hotel Borgo Pantano\*\*\*\*  
Catania

## Summary

Experienced General Manager with a demonstrated history of working in the hospitality industry. Skilled in Commercial, Revenue Management, Marketing, Public Relations, Finance and Food & Beverage. Pre-opening experiences. Strong operations professional with a Master of Business Development Management - BDM from SDA Business School - L.Bocconi Milano (ITALY)

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## Experience

Hotel Borgo Pantano\*\*\*\*

Hotel Manager

May 2021 - Present (3 months)

Syracuse, Sicily, Italy

Hotel Manager

Reporting directly to the Company Owner I am responsible for:

- Management and Administration Control
- Sales and Marketing including Company contracts (B2B and B2C)
- Responsible for the "P&L" Analysis, Directives and Changes/Implementations in order to increase company Profits and drop overall costs
- Responsible for the definition of overall product strategy including market research and competitor analysis
- Responsible for the constant research to identifying new business opportunities including possible new Market Segments

Palazzo Gatto Art Hotel & Spa\*\*\*\*

Hotel Management Consultant

January 2021 - May 2021 (5 months)

Trapani, Sicily, Italy

New Opening

Assignment as consultant with experience in Hotel Management .

Reporting directly to the Company Owner i was responsible for the whole Company Start up activities.

Contract & Sales management

## Principe di Belmonte Sicily Hotels Group

General Manager

October 2020 - December 2020 (3 months)

Sicily, Italy

Group General Manager: Villa Principe di Belmonte\*\*\*\* (Rg)-San Giorgio Hotel\*\*\*\* (Modica)-Landolina Palace Hotel \*\*\*\*(Noto)- Villa Teresa Resort\*\*\*\*(Modica)-Hotel Terra del Mare\*\*\*\*(Ispica)/Eremo Madonna delle Grazie\*\*\*\*(Avola Antica)-Al Plaza Hotel\*\*\*\* (Ispica)- Porto Ulisse Luxury Villa (Porto Ulisse)

Reporting directly to the Company Owner I am responsible for:

- Management and Administration Control
- Sales and Marketing including Company contracts (B2B and B2C)
- Responsible for the "P&L" Analysis, Directives and Changes/Implementations in order to increase company Profits and drop overall costs
- Responsible for the definition of overall products strategy including market research and competitor analysis
- Responsible for the constant research to identifying new business opportunities including possible new Market Segments

## Sicilia's Art Hotel & Spa

Hotel Manager

November 2018 - October 2020 (2 years)

Catania Area, Italy

Hotel Manager Sicilia's Residence Hotel Art & Spa\* (CT) Sicily - Italy

New Opening

Reporting directly to the Company Owner I am responsible for:

- Management and Administration Control
- Sales and Marketing including Company contracts (B2B and B2C)
- Responsible for the "P&L" Analysis, Directives and Changes/Implementations in order to increase company Profits and drop overall costs
- Responsible for the definition of overall product strategy including market research and competitor analysis
- Responsible for the constant research to identifying new business opportunities including possible new Market Segments

Re Vittorio De Luxe Leisure Accomodations  
General Management Consultant  
January 2018 - December 2018 (1 year)  
Messina Area, Italy

New Opening

Assignment as consultant with experience in Hotel Management .  
Reporting directly to the Company Owner i was responsible for the whole  
Company Start up activities.  
Contract & Sales management

Hotel Milazzo 4\* (ME) Sicily -Italy  
General Manager  
October 2012 - October 2018 (6 years 1 month)  
Milazzo -Aeolian Islands -(Sicily-Italy)  
General Manager Hotel Milazzo 4\* (ME) Sicily - Italy

New opening

Reporting directly to the Company Owner I am responsible for:

- Management and Administration Control
- Sales and Marketing including Company contracts (B2B and B2C)
- Responsible for the "P&L" Analysis, Directives and Changes/Implementations in order to increase company Profits and drop overall costs
- Responsible for the definition of overall product strategy including market research and competitor analysis
- Responsible for the constant research to identifying new business opportunities including possible new Market Segments

Villa Morgana Resort & Spa  
General Management Consultant  
February 2016 - November 2016 (10 months)  
General Management Consultant Villa Morgana Resort & Spa (ME) Sicily - Italy

Reporting directly to the Company Owner I was responsible for:

- Business Development Management
- Sales and Marketing including Company contracts (B2B and B2C)

- Responsible for the “P&L” Analysis, Directives and Changes/Implementations in order to increase company Profits and drop overall costs
- Responsible for the definition of overall product strategy including market research and competitor analysis
- Responsible for the constant research to identifying new business opportunities including possible new Market Segments

### Resort Suite I Pagghiari - Volcano Island

#### Hotel Manager

November 2012 - October 2015 (3 years)

Aeolian Islands - Sicily- Italy

General Management: New Opening

Reporting directly to the Company Owner I was responsible for:

- Management and Administration Control
- Sales and Marketing including Company contracts (B2B and B2C)
- Responsible for the “P&L” Analysis, Directives and Changes/Implementations in order to increase company Profits and drop overall costs
- Responsible for the definition of overall product strategy including market research and competitor analysis
- Responsible for the constant research to identifying new business opportunities including possible new Market Segments

### Hotel Riviera Azzurra 4\*

#### General Management Consultant

May 2015 - August 2015 (4 months)

Tyndari's Area - Messina-Sicily-Italy

Assignment as consultant with experience in Hotel Management .

Reporting directly to the Company Owner i was responsible for the Whole Company Start up activities.

### DMH Hospital Hotels by San Raffaele srl

#### General Management Consultant

February 2014 - February 2015 (1 year 1 month)

Messina-Sicily-Italy

Assignment as a consultant in General Management:

- Management and Control
- Sales and Marketing including Company contracts

- Responsible for the “P&L” Analysis, Directives and Changes/Implementations in order to increase company Profits and drop overall costs
- Responsible for the definition of overall product strategy including market research and competitor analysis
- Responsible for the whole Budgeting, Planning and Operation

#### Hotel Marconi 4\* (ME)

General Management Consultant

October 2012 - November 2013 (1 year 2 months)

Sicily-Italy

General Management Consultant

Hotel Marconi 4\*- Messina-Sicily-Italy

Reporting directly to the Company Owners I am responsible for:

Hotel Milazzo (New Opening), Hotel Marconi and Residence I Pagghiari (New Opening)

- Management and Control
- Sales and Marketing including Company contracts (B2B and B2C)
- Responsible for the “P&L” Analysis, Directives and Changes/Implementations in order to increase company Profits and drop overall costs
- Responsible for the definition of overall product strategy including market research and competitor analysis
- Responsible for the constant research to identifying new business opportunities including possible new Market Segments
- Responsible for the whole Budgeting, Planning and Operation for 3 Sites including 2 Hotels and a Luxury Residence

#### AMTHOTELS - ACQUAMARCIA TURISMO

CLUSTER SALES & EVENT EXECUTIVE

June 2012 - June 2012 (1 month)

Palermo -Sicily-Italy

Acqua Marcia Turismo spa, a Sicilian Hotel Chain, AMT Hotels, that manage three 5 star properties and two 4 star Hotels , one of them is a Hilton brand market. The company opened a new area, a Group Cluster Sales Area, in Palermo in order to increase their sale strategies.

#### CONSULTANT

Business Development & Tourism Marketing Management

June 2011 - June 2012 (1 year 1 month)

Sicily-Italy

### Crystal Palace Hotel 4\* / Velcom Incoming Tour Operator

Business Development & Sales Manager

April 2010 - June 2011 (1 year 3 months)

Palermo -Sicily-Italy

General Magement "Velcom Tour Operator" & "Business Development Group Strategy": Hotel Cristal Palace (PA-Sicily-Italy) and Park Hotel Soleado (ME-Sicily-Italy)

Reporting directly to the Company Managing Director I was responsible for the whole Tour Operator site including Budgeting, Planning and Forecasting beside on the search of new business opportunities.

### DIMSI GROUP- SHR HOTEL & RESORT

Business Development & Finance Manager

September 2006 - September 2009 (3 years 1 month)

Catania-Sicily-Italy

General Management: Strategy Area, Development & Finance.

I was at the head of a Working Group in the General Management Area composed by 3 units and in collaboration with the Office of Control Management and with the one President of the Group .

Reporting directly to the Company President I was responsible for the whole strategic business development plans for all group areas : The Hotel Brand Management "SHR", the tour operator "Dimensione Sicilia", and the Real Estate Companies

Main duties :

- Budgeting, Planning and Forecasting
- Planning and Developing new initiatives in order to increase company Revenue
- Business Development & Group Strategies Management:

Group Companies:

Dimsi Investimenti & Turismo

Dimensione Sicilia Tour Operator

SHR Sicilian Hotel & Resort

Excelsior Palace Terme

Cristal Palace Hotel

President Hotel

Torre Artale Resort

Dimsy Way

CIT&RS Consorzio Imprese Turistiche e Ricettive Siciliane

Regione Siciliana c/o Assessorato Regionale Territorio e Ambiente

Senior Consultant :Project & Business Development Manager

February 2008 - December 2008 (11 months)

Palermo-Sicily-Italy

Assignment as a consultant on European 2007/2013 planning activities and projects management on the incoming regional plan for tourism development of the Regional Natural Reserves

Assessorato Regionale della Cooperazione, del Commercio, dell'Artigianato e della Pesca.

Senior Consultant: Project & Business development Manager

June 2005 - April 2006 (11 months)

Palermo-Sicily-Italy

Assignment, as a consultant with experience in project management, in the planning committee created to analyze the problems of promotion and international cooperation by the European member states." Technical assistance on the economic evaluation of project proposals in order to found the Regional Industrial Districts.

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## Education

SDA Bocconi

· (2001 - 2002)

SDA BOCCONI MILANO

MASTER, Economy & Mangement of Local Resources · (2001 - 2002)