



Reto G. Gaudenzi

Experience

SELECTIVE HOTELS & RESIDENCES GMBH , CH – 8038 ZÜRICH (former s club selective hotels & Residences)

Owner and President, August 08 – ongoing. Started company from scratch, Hotel Management and Consulting Company. Manages and Consults Hotels in France, Switzerland, Mauritius, Russia, Germany, England and Argentina.

ALPES HOTEL DU PRALONG / HOTEL CRYSTAL, COURCHEVEL 1850 CHATEU PUY ROBERT (F)

Managing Director and Owners Representative of 3 hotels (5-star, 4-star and 3-star), May 07 – August 09). Resort hotels (winter season only), obtained 33 % GOP. Those hotels were part of S Club Selective Hotels and Residences AG.

INTERNATIONAL LIFESTYLE MARKETING & SOLUTIONS LLC/THE POLO LIFE LLC – Feb. 06 to May 07

Owner and President - Miami Beach, FL-Start up and producing

Miami Beach Polo World Cup - Ongoing

The Penguin Resort-Miami Beach, FL-restructuring 2* hotel into 4*resort including complete renovation and reorganization of entire company.

Hummingbird's Nest Ranch-Simi Valley, CA-Created viability study/business plan for entrepreneur for transformation of 140 acre ranch into Private club, deluxe hotel, and event location.

CASA CASUARINA LLC – Jun 04 to Feb 06

Managing Director – Miami Beach, FL –Transformed former Versace mansion into private membership only club. Started up and headed entire organization including set up of legal entity, permits; P/R and marketing, financing, staffing, and re-decorating. Now successfully operating club with full operational facilities including beach club, spa, complete security, valet service, restaurants, and bars, 10 deluxe suites, rooftop lounging and events - accepted by *The Leading Hotels of the World*.

ST.MORITZ CONSULTING/LIFESTYLE EVENTS – Jan 99 to Jun 04

Owner and Managing Director – Berlin, Germany – Successfully organized lifestyle events worldwide creating concepts and solutions for clubs and hotels helping to market and maintain high profile leading to increased int'l clientele and greater profitability (*see attachment).

Experience

Cont.

SCHLOSSHOTEL VIER JAHREZEITEN – 1996 to1999

General Manager – Berlin, Germany – One of The Leading Hotels of the World, a small boutique hotel designed by Karl Lagerfeld including 42 rooms, 12 suites, 2 restaurants, 2 bars, 5 banquet rooms and a spa; guests included heads of state & high profile celebrities-97 employees/ \$15,000,000 in revenue. Successfully completed turnaround and sale of property.

POLOTEL – 1990 to1996

Owner and Managing Director – St. Moritz, Switzerland – hotel and tourism consulting as well as event and product marketing.

BADRUTT'S PALACE HOTEL – 1990 to1994

General Manager /Board Member – St. Moritz, Switzerland – One of *The Leading Hotels of the World*; a luxury 5-star resort hotel with180 rooms, 41 suites, 8 restaurants, 6 bars, 1 nightclub,1 disco and a spa; meeting facilities for up to 900 people. Guests included heads of state/high profile celebrities-500 employees/\$30,000,000 in revenue

HOTEL INTERCONTINENTAL & HOTEL SCHWEIZERHOF – 1985 to1990

Owner's Delegate – Berlin, Germany – Representing owner's interests and overseeing all business related to both Properties.
Negotiated and closed Sale of Properties.

SWISS INTERNATIONAL HOTELS – 1981 to1985

General Manager – Zurich, Switzerland – Worldwide association of independent Swiss Quality Hotels (25 hotels).

GUSTAR HOTELIERS AND RESTAURANTS – 1981 to1985

Vice President of Marketing – Zurich, Switzerland – Running four 5-star facilities in Saudi Arabia owned by the Saudi royal family – two included in *The Leading Hotels of the World*.

ROBINSON CLUBHOTELS – 1975 to1981

General Manager –Phocaea, Greece

General Sales/Marketing Manager – Ibiza, Mallorca, Marbella, Fuerteventura-Spain

Sales Manager – Marbella, Spain

Assistant General Manager / Food & Beverage Manager – Fuerteventura, Spain

Assistant General Manager – Calabria, Italy

Executive Assistant Manager /Food & Beverage Manager – Mombasa, Kenya

Education ■ EHL Hotel School SSH Lausanne
■ Degree Commercial College Payerne
■ Diploma Federal Swiss de Cuisine

Training **SAVOY HOTEL** – *Receptionist and Training Manager* – London, England
PALACE HOTEL – *Food & Beverage Controller/ Cashier/ Receptionist* – Lucerne, Switzerland
BADRUTT'S PALACE HOTEL – *Service Training* – St. Moritz, Switzerland
BADRUTT'S PALACE HOTEL – *Receptionist* – St. Moritz, Switzerland
RESTAURANT CORVIGLIA – *Cook* – St. Moritz, Switzerland
HOTEL RAEBER AU LAC – *Cook* – Locarno, Switzerland
DOLDER GRAND HOTEL – *Cook* – Zurich, Switzerland

Languages English, French, German, Italian, Spanish, Romanch

Various

HOTEL ARTEMIS SAAS FEE – 2010 ongoing
Member of the Board
WORLD POLO GmbH – 2008 ongoing
President
BADRUTT'S PALACE HOTEL – 1989-1994
Member of the Board-St. Moritz, Switzerland
SRS STEIGENBERGER RESERVATIONS SYSTEM – 1983-1985
Member of the Executive Committee-Worldwide
“Dial Berlin” – 1985
Founder and Vice President

- *Member of Parliament-Graubünden, Switzerland-1991-1994*
- *Organizer Polo World Championships-1989-1995*
- *Organizer Polo European Championships-1987-1993*
- *Organizer St Moritz Gourmet Festival-1993-1996*
- *Organizer and Founder of World Cup on Snow-St Moritz-1985-1996*
- *Organizer-700th Birthday of Switzerland*

August, 26th 2011