

Curriculum Vitae

Name: Hartmut Pirl

Date of Birth: 24 January 1959

Foreign Languages: Good command of English; basic knowledge of French and Russian

Qualification for the Assignment

The SES Expert worked in managing functions in the hotel (including hotel chains), hospitality and event sector for 34 years. He is familiar with all aspects of hotel administration and development, and his experience ranges from project and product development, quality management, sales and marketing, controlling, to vocational training and instruction. He is, therefore, very well qualified to train the Client in the hospitality sector.

The assignment language is English.

Competence and experience

- Management of hotels, convention centres and holiday resorts
- Direction of a medium-sized hotel group specialised in meetings and conferences
- MICE expertise
- Feasibility studies, analysis of potential, business planning, budget and marketing planning
- Yield and revenue management
- Purchase management
- Quality management
- Contracting of tour operators, travel agencies, office-based and online
- Human resources, training and coaching of skilled and management staff
- Forecasting
- Reorganisation and repositioning of hotels
- Direction of a tourism association, a tour organiser and a travel agency
- Lecturing at Advanced technical colleges and universities on business management, marketing and sales

International Experience

- Worldwide

Professional Background

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| 2019 | Two successful SES-assignments in Indonesia (teachers qualification for the MICE-industry) and Rwanda (support for hotel / feasibility study) |
| 2011 – 2017 | Seminaris Hotel- und Kongressstätten Betriebsgesellschaft mbH (Seminaris hotels and convention centre administration): General manager |
| 1997 – 2010 | Seminaris Seehotel Potsdam: Hotel director, Regional director Avendi Hotel Potsdam, Regional director Seminaris Campus hotel Berlin |
| 1992 – 1996 | Maritim proArte Hotel Berlin: Hotel director |
| 1990 – 1992 | Deutsche Interhotel AG: Director Marketing and Sales |
| 1986 – 1990 | Interhotel Association:
1987 – 1990 Director operations
1986 – 1987 Assistant to General Director |
| 1983 – 1986 | Hotel Astoria, Leipzig:
1984 – 1986 Deputy Director / Rooms division
1983 – 1984 Assistant to the Director |

Initial and Continuing Professional Training

1994 Cornell University Ithaca/USA: General Master Programme
1979 – 1983 Leipzig Graduate School of Management: Business administration studies;
 degree in economics (Dipl. oec.)

Bonn, March 17, 2020