

PROFESSIONAL SUMMARY

With over 40 years of global hospitality leadership, I **specialize in luxury hotel management, pre-openings, and operational turnarounds**. My professional journey traverses various regions, such as Algeria, Morocco, Switzerland, Haiti, and Barbados. Throughout this time, I have fostered success by implementing strategic planning, improving guest experiences, and developing team development. **Known as a “hands-on” leader, I excel at navigating complex challenges to deliver outstanding results on time and within budget.**

CORE COMPETENCIES

- Luxury Hotel Pre-Openings & Renovations
- Strategic Business Transformation
- Team Leadership & Development
- Multilingual Communication (English, French, Dutch, German)
- Operational Efficiency & Profitability
- Guest Experience Optimization

LANGUAGE SKILLS

- **English:** Native proficiency
- **French:** Fluent
- **Dutch:** Native proficiency
- **German:** Advanced proficiency

PROFESSIONAL EXPERIENCE

General Manager Marriott International - Colony Club, Barbados

06. 2022 – 12. 2024

- Lead daily operations of a 96-room luxury resort, focusing on guest satisfaction, team development, and operational excellence.
- Spearheaded strategic renovations scheduled for Q2 2024 while maintaining operational continuity.
- Introduced unique amenities like the Rum Vault to enhance the guest experience.

General Manager Marriott International - Port-au-Prince, Haiti

01. 2020 – 07. 2022

- Successfully transitioned a leisure-focused 5-star hotel into a business-oriented model with junior apartments for long-stay clientele.
- Provided stable employment for 155 staff while navigating Haiti's challenging security environment.
- Established the hotel as the premier choice for business travelers.

General Manager (Pre-Opening) Four Points by Sheraton- Setif - Algeria

06. 2018 – 07. 2019

- Opened a 191-room luxury hotel, managing all aspects of pre-opening operations.
- Delivered exceptional guest experiences through innovative dining and service offerings.

Professional Leave of Absence Caregiver

09. 2017 – 06. 2018

- Provided full-time care for a family member diagnosed with ALS, ensuring comfort and palliative support during the final stages of the illness.

Assistant Manager, Consultant Signature Developments - Providenciales - Turks and Caicos

07. 2017 – 09. 2017

- Oversaw site surveys for multiple hotel launches slated for 2018
- Delivers a comprehensive scope of work and process flow for property management
- Evaluated project tasks, budget, and timelines until hurricanes forced indefinite suspension

Pre-opening General Manager, MHKM London - L'Amandier Hotel - Marrakesh - Morocco

10. 2015 – 07. 2017

- Oversaw all pre-opening efforts (construction finishes, staffing, budgeting) for a 6-suite boutique hotel, 13 villas, and a 50-seat restaurant. Managed a 2.5M Euro budget, led a team of 15, and produced monthly reports for London stakeholders.
- Delivered an on-time, on-budget opening in June 2016. Collaborated with the French chef on a locally sourced culinary concept.

Hotel Manager & Director of Operations Montagne Alternative - Orsières, Switzerland

08. 2014 – 09. 2015

- Managed a boutique mountain lodge with a focus on sustainability and unique guest experiences.
- Achieved Switzerland's first B Corp certification for the property.

Pre-Opening General Manager L'Amandier Hotel & Villas - Marrakesh, Morocco

10. 2015 – 07. 2017

- Delivered a seamless opening of a luxury boutique hotel and villas, ensuring authenticity and operational excellence.

Director of Operations Hospitality IJsseldelta Center - Zwolle, Netherlands

08. 2012 – 06. 2014

- Oversaw daily operations of a 25-room meeting venue, a full-service event center, and a 15,000-seat soccer stadium.
- Increased revenues by 20% and reduced staffing costs by 15% within the first year.

Pre-Opening General Manager Harbour Village Beach Club - Bonaire - Dutch Caribbean

05. 2011 – 06. 2011

- Evaluated and optimized operational readiness for Bonaire's leading luxury boutique hotel.

Director of Golf Operations Divi Aruba Links Golf - Aruba - Dutch Caribbean

09. 2005 – 11. 2006

- Managed the pre-opening and operations of Aruba's premier golf destination, including two luxury restaurants.

Human Resources Manager Sheraton Aerogolf Hotel - Luxembourg City - Luxembourg

05. 2001 – 10. 2002

- Directed recruitment and payroll for a 5-star property, adapting operations following the industry impact of 9/11.

EDUCATION

- B.A. in Hotel & Restaurant Management – C.O.O.V.I., Brussels, Belgium (1984)
- Junior Business Studies – R.I.T.O., Tongeren, Belgium (1981)

TRAINING & CERTIFICATIONS

- Marriott International Leadership Programs
- Pre-Opening Project Management (Marriott Critical Path)
- Security, First Aid, and Fire Prevention

SOFTWARE SKILLS

- Microsoft Office Suite (Word, Excel, PowerPoint, Visio, Publisher)
- Micros POS Systems
- Cloud-Based Reporting & Floor Design Tools

NOTABLE PROJECTS

- Pre-opening and successful launch of L'Amandier Hotel & Villas in Morocco (2016).
- Operational turnaround at Hospitality IJsseldelta Center, Netherlands, achieving a 20% revenue increase.
- Directed construction and pre-opening of Divi Aruba Links Golf, Aruba, elevating it as a premier golf destination.

TESTIMONIALS

"I had the privilege of working closely with Hein Broekhoven during his tenure as General Manager Pre-Opening at Four Points by Sheraton in Setif, Algeria. Hein demonstrated exceptional leadership, strategic vision, and operational expertise in launching this 191-room



HEIN BROEKHOVEN

Driving luxury hospitality success
through strategic leadership
and operational excellence

FOUR
POINTS

Marriott
INTERNATIONAL

MONTAGNE
ALTERNATIVE

LUMEN
HOTEL + EVENTS

property with unique features, including a rooftop Italian restaurant, lounges with breathtaking views, and multifunctional event spaces.

His ability to navigate the complexities of a pre-opening project—assembling a high-performing team, developing operational strategies, and ensuring flawless execution—was truly inspiring. Hein’s creativity and guest-centric approach brought the hotel’s diverse offerings to life, from the all-day dining restaurant serving Asian and Maghrebi cuisine to the stunning rooftop terrace that became a standout feature of the property.

Hein’s unwavering focus on quality, team development, and creating memorable guest experiences set the foundation for the hotel’s success throughout the project. His dedication, innovative mindset, and collaborative leadership style have impacted the hotel, the team, and the wider community. I highly recommend Hein Broekhoven to any organization looking for a results-driven, visionary leader in the hospitality industry.”

- Jean Claude Tissot.



“Don’t work for recognition,
but do work worthy of recognition.”

