

STEPHEN BEAUMONT

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HOSPITALITY EXECUTIVE and CONSULTANT

MULTI-PROPERTY, LUXURY HOTELS, GOLF, SPA AND RANCH RESORTS, PRIVATE CLUBS,
Multicultural operations, new business initiatives, strategic and capital planning, project management, property openings, training, organizational development, and financial turnarounds

International business leader with diverse entrepreneurial experience growing and enhancing luxury hotels, clubs, resorts and destinations through the transformation of corporate culture. Sound track record of increasing sales and profitability by driving engagement of all levels of staff, setting high performance standards to deliver world-class service and developing unique guest experiences to earn brand loyalty. Applies sound fiscal management skills to reach organizational profit and budgetary goals. Certified Wine Educator with particular talents in food and beverage, lodging operations, sales and marketing, leadership development, property openings, technology, and guest service training. Excellent ability to attract, recruit, mentor and grow top talent. Tirelessly drives continuous improvement to all processes and programs. Diplomatic and charismatic ambassador with ability to develop and serve a discriminating clientele. Additional business characteristics include:

- Myers-Briggs Certified Practitioner
- US/UK Citizen and Canadian Permanent Resident
- EQ Certified Practitioner
- Fluent in French, conversant in German and Italian

PROFESSIONAL EXPERIENCE

IMMERSIVE COMMUNICATION, Ontario, Canada

June 2014 to present

President and Principal Consultant

Boutique training, development and consulting practice, specializing in the independent sector of the hospitality industry. Develops and facilitates unique training programs that can be used by all levels of staff and management including signature program, *Captain Quality*. Certified to deliver Emotional Intelligence programs, Myers-Briggs Type Indicator and is a Certified Wine Educator. In-depth knowledge and experience of Business Process Management, Leadership Development and Service Model Creation and Implementation. Part-time professor at Conestoga College Institute of Advanced Learning in the Hospitality and Business School. Develops mobile apps to complement training courses, and is an award-winning photographer.

THE RESORT AT PAWS UP, Greenough, Montana, USA

2012 - June 2014

Chief Executive Officer

Privately owned boutique ranch resort set on 37,000 acres. Lodging comprises 28 luxury timber homes and 30 safari-style tents set on 5 distinctive campsites along Montana's Blackfoot River. Resort is best known as a pioneer of "glamping" (glamorous camping) and for offering one of the most comprehensive menus of adventure activities in the country. Activities include equestrian, fly fishing, rafting, sporting clays, ATVs, hiking, cattle drives, rappelling, boating, photography and spa. World class dining in two restaurants, chuck wagons, conference and event facilities, spa and retail all set against the backdrop of The Mission Mountains. Achieved highest profit and guest satisfaction in resort's history.

Responsible for overall strategic direction, operations, sales, marketing and financial success of unique luxury boutique ranch resort. Includes finance, lodging, canvas operations, food and beverage, activities, spa, retail, human resources, training, maintenance, landscaping, fleet, development and construction.

VICTOR INTERNATIONAL, Michigan and British Virgin Islands

2011-2012

Vice President - Hospitality

Privately-owned development and hospitality corporation with diverse properties in USA and the Caribbean, including Bay Harbor and Turtle Creek in Michigan, Biras Creek Resort, Yacht Club Costa Smeralda (VG) and Oil Nut Bay in British Virgin Islands. Interests include housing communities, hotels, spas, golf courses, yacht clubs, equestrian and marinas.

Directed all lodging, food and beverage, marina, water sports, planning, and marketing activities for boutique all-inclusive *Relais et Chateaux* hotel, **Biras Creek Resort**, and growth of **Oil Nut Bay**, a prestigious multi-million dollar housing, beach club, rental management and resort development in British Virgin Islands.

Vice President - Lodging (2006-2011) and General Manager - Riverbend (2001-2006)

Directed all lodging, food and beverage, sales and maintenance activities for international plumbing company's hospitality division - up to 18 entities, including hotels, restaurants, private clubs, retail and clubhouses in Wisconsin and St. Andrew's, Scotland. Revenue responsibility of up to \$50M. Managed six direct reports, and up to 1,200 employees in peak season.

- Increased 2006 revenue at The American Club by 12% and net income by over 100% while improving staff morale and engagement and implementing a culture of sales.
- Spent 9 months overseeing The Old Course Hotel Golf Resort and Spa (5-stars) in St. Andrew's, Scotland while recruiting a Managing Director for the UK operations. Increased 2007 revenue by 14% and net income by 43% over prior year, while increasing staff morale and hosting the first Women's British Open Championship ever held in St. Andrew's. Won Scottish Hotel of the Year and Best Golf Resort awards.
- Created and launched company-wide service model, "*Gracious Hospitality by D.E.S.I.G.N.*"
- Hosted 2007 USGA Senior Open at Whistling Straits.
- Led search team with VP-Mergers and Acquisitions for a new resort development opportunity, traveling to Europe, Central America, Asia, North Africa, Mexico and Caribbean. Performed feasibility studies and created multiple business plans.
- Chair of the annual Kohler Food and Wine Experience, with over 100 ticketed events attracting over 7000 visitors.
- Riverbend won "Golf Odyssey Lodging Experience of the Year" in 2008
- Reduced 2009 operating expenses by over 15% to minimize profit erosion following economic downturn while still improving guest satisfaction and associate engagement scores.
- Managed the complete renovation of Inn on Woodlake in 2008, 109 guest rooms at The American Club and Cucina restaurant in 2010. Increased guest satisfaction scores to 94% and achieved highest Gallup engagement scores in Kohler Co. Hosted 2010 PGA Championship at Whistling Straits.
- American Club voted #1 Golf Resort in North America in 2010 by Condé Nast Traveler and retained its AAA 5-diamond status for 25th consecutive year. Trained all staff to achieve Forbes 5th star – gained in 2011
- Opening General Manager of exclusive private membership club with annual revenues of \$4m, membership of 300 and initiation deposit of \$100k. Grew membership and prestige of club from a zero base.

PROGRESSIVELY SENIOR POSITIONS**1977-2001**

Positions included six years as Management Trainee with **The Savoy Hotel Company** in London, UK and Lausanne Switzerland, F&B Manager at hotels in Cambridge and Harrogate, UK, opening GM of boutique hotel in Leeds, UK and General Manager of **Keswick Hall** in Charlottesville, Virginia (1994-1999).

EDUCATION

HCIMA Diploma in Hotel, Catering and Institutional Management
Westminster College, London, UK

PROFESSIONAL DEVELOPMENT

Certified Wine Educator, Society of Wine Educators, Washington DC, 2004
 Certified Specialist of Wine, Society of Wine Educators, Washington DC, 2003
 Certified Emotional Intelligence Trainer and Assessor, Six Seconds, Palo Alto CA, 2005
 Myers-Briggs Type Indicator (MBTI) Steps I and II Certified – Psychometrics Canada, 2014
 Six Sigma - Yellow Belt 2004

PROFESSIONAL AFFILIATIONS

VP Tourism Committee and President Elect of Sheboygan Chamber of Commerce 2011
 Member, International Food and Wine Association since 2004
 Wine Columnist for Wisconsin Golfer Magazine 2006-2015
 Member, Society of Wine Educators since 2003