

## EXECUTIVE SUMMARY

Pacific based hospitality and tourism executive with more than twenty years of leadership across Australia, New Zealand, Southeast Asia and the Pacific, with experience spanning portfolio operations, complex destination assets, food and beverage, accommodation, brewing, events, entertainment, retail and community focused venues.

My background is strongest where commercial performance, stakeholder confidence, team culture and guest experience need to operate together. I have led businesses through operational improvement, market repositioning, workforce renewal, major disruption and growth, with full accountability for financial performance and long term value creation.

I am currently managing the Broome portfolio for the Prendiville Group and previously led Kakadu Tourism, a \$35M destination operation with 17 revenue streams in a highly regulated World Heritage environment. I am also completing an Executive Master of Business Psychology with Edith Cowan University, further strengthening my focus on leadership, organisational behaviour and high performance teams.

## CORE CAPABILITIES

### **Portfolio Operations and Regional Leadership**

Led and supported complex hospitality businesses across Australia, New Zealand, the Cook Islands and Vietnam, including destination resorts, accommodation assets, multi outlet food and beverage operations, brewing, events, entertainment, retail and tourism experiences. Experienced in aligning commercial performance, guest experience, team culture and operational standards across diverse markets and property types.

### **Lifestyle Hospitality, F&B and Entertainment Leadership**

Led hospitality businesses where food, beverage, events, entertainment, atmosphere and community connection are central to performance. Classically trained chef with owner operator experience and a strong commercial understanding of service flow, margin control, product quality, venue programming, guest experience and brand positioning.

### **Commercial Performance, Budgeting and Forecasting**

Full accountability for profit and loss across complex, multi revenue operations. Experienced in budgeting, forecasting, labour control, revenue channel development, supplier management, operational reporting and performance improvement. Strong track record of protecting profitability during market disruption and repositioning businesses for long term value.

### **Brand, Guest Experience and Market Positioning**

Experienced in leading venues and destination businesses that rely on clear identity, local relevance and memorable guest experience. Skilled in aligning programming, partnerships, service standards, marketing activity and community connection to strengthen brand presence, build repeat visitation and improve market position.

### **Operational Transformation, Openings and Transitions**

Led change management across openings, restructures, post crisis recovery, portfolio integration and operational improvement mandates. Developed practical systems, reporting structures, compliance frameworks and service standards to improve consistency, accountability and execution across complex environments.

### **General Manager Coaching and Leadership Development**

Led teams of up to three hundred across remote, seasonal, multicultural and high-volume hospitality environments. Built high performing cultures through visible leadership, clear expectations, succession planning, frontline engagement and coaching based leadership. Recently recognised through an AHA Western Australia Workplace Culture award.

### **Owner, Stakeholder and Executive Engagement**

Experienced working with ownership groups, corporate partners, tourism bodies, government agencies, Indigenous organisations, regulators and community stakeholders. Comfortable representing the business at senior level, balancing commercial priorities with brand, people, cultural and community expectations.

## PROFESSIONAL EXPERIENCE

### **GENERAL MANAGER, BROOME PORTFOLIO | THE PRENDIVILLE GROUP**

NOVEMBER 2025 – PRESENT

Broome, WA, Australia

- Lead one of Broome's flagship waterfront hotels, overseeing accommodation, multiple food and beverage outlets, live entertainment, functions, events and community activations.
- Appointed to strengthen operational performance, workforce stability, commercial discipline and guest experience across a highly visible regional tourism asset.
- Lead a change management and operational improvement mandate, aligning systems, reporting, labour management and commercial processes with the broader Prendiville Group portfolio.
- Introduce structured labour controls, cost management and service flow improvements to support consistent delivery during peak tourism periods, cruise visitation and large event activations.
- Rebuild workforce stability following seasonal turnover by refreshing onboarding, clarifying role expectations and embedding a coaching based leadership style.
- Strengthen the hotel's market presence through programming that reflects Broome's cultural identity, including music, hospitality, community partnerships and destination focused events.
- Establish strong relationships with local tourism bodies, cruise operators, corporate partners, community organisations and regional stakeholders to position the hotel as a key gateway venue for Broome.
- Commence long term planning for property improvement, precinct activation and revenue channel diversification while maintaining operational continuity during transition.
- Support a safe and positive workplace culture through improved communication, consistent expectations and visible frontline leadership.

**GENERAL MANAGER AND PORTFOLIO LEAD | KAKADU TOURISM**

JUNE 2023 - NOVEMBER 2025

Kakadu, NT, Australia

- Led a \$35M multi sector destination operation with 17 revenue streams across accommodation, camping, tours, transport, retail, fuel, food and beverage, cultural experiences, energy infrastructure and aviation assets in a remote World Heritage setting.
- Held full operational and financial accountability across a highly regulated and culturally significant environment, balancing commercial performance with community, environmental and government priorities.
- Delivered stable financial outcomes despite a significant decline in visitor numbers, applying adaptive strategies, operational reform and disciplined cost management to sustain performance.
- Reduced labour costs by over \$500,000 through efficiency measures and restructured rostering while maintaining service standards and guest satisfaction.
- Oversaw capital works exceeding \$2M annually, including a power plant rebuild and staged solar transition, aligning infrastructure planning with long term sustainability targets.
- Implemented a rolling preventive maintenance programme, reduced reactive work orders by 27 percent and maintained over 40 statutory licences and permits with zero audit variances.
- Introduced new cultural tour offerings developed in consultation with Traditional Owners, improving guest engagement and strengthening partnerships with Indigenous communities.
- Contributed to the Real Jobs Program in partnership with ILSC, supporting grant funded employment, training and development pathways for Indigenous team members.
- Managed a highly seasonal workforce of up to 180, embedding training, cultural competency and succession planning to support continuity and staff development.
- Maintained active partnerships with Parks Australia, Tourism Australia, Traditional Owner groups, Indigenous employment programs and multiple government agencies to align operations with regional development goals.

**DUAL PROPERTY ONBOARDING CONTRACT MANAGER | ELANOR HOTELS**

MAY 2023 - JUNE 2023 (Contract)

Yarra Valley, Vic, Australia

- Integrated two flagship properties; Country Place (now rebranded as Panorama Retreat and Resort) and Chateau Yering, into the Elanor portfolio, ensuring seamless operational and cultural alignment.
- Oversaw Panorama Retreat and Resort, featuring 62 guest rooms, 5 conference rooms, and 10 syndicate rooms, catering to corporate events, team-building retreats, and large-scale recreational functions.
- Managed Chateau Yering, a luxury estate set on 250 acres in the Yarra Valley, luxury suites and a blend of formal and casual dining venues, combining heritage charm with modern luxury.
- Led heritage garden restoration efforts, balancing conservation priorities with operational enhancements to elevate guest experiences.
- Developed and implemented operational plans focused on improving service delivery, guest satisfaction, and revenue optimisation across both properties.

**PROCEDURE AND MANAGEMENT CONSULTANT | BARKERS FOOD GROUP**

JANUARY 2023 - APRIL 2023 (Contract)

Geraldine, Canterbury, New Zealand

- Streamlined F&B operations and successfully opened new outlets in Auckland and Melbourne, ensuring alignment with the parent company Andros' ethos and operational standards.
- Developed and implemented the company's Code of Ethics and Standard Operating Procedures (SOPs) to standardise processes, enhance compliance, and support long-term operational consistency.
- Conducted SWOT analysis to identify key strengths, weaknesses, opportunities, and threats, providing strategic direction for sustainable growth and market positioning.
- Collaborated with senior leadership to align operational strategies with the company's broader business objectives, ensuring streamlined execution across all outlets.

**GENERAL MANAGER | PUNGA COVE RESORT**

FEBRUARY 2020 - JUNE 2022

Queen Charlotte Sounds, Marlborough, New Zealand

- Managed resort operations during a highly disruptive period marked by severe flooding, which caused road closures and extensive damage to key facilities.
- Led comprehensive recovery efforts, including the removal and rebuilding of key dining facilities and the stabilisation of staff accommodation that was destroyed during the floods.
- Collaborated with the Department of Conservation (DOC) and local government authorities, representing the resort as Treasurer of the Queen Charlotte Track Committee, advocating for sustainable recovery strategies and long-term resilience planning.
- Secured corporate long stay contracts that lifted weekday occupancy by 36 percent in shoulder months.
- Oversaw a diverse hospitality offering, including fine and casual dining venues, water sports facilities, live event programming, and deep-sea moorings, catering to up to 4,000 guests annually for holidays and special events.
- Maintained guest experience excellence despite operational challenges, ensuring high standards of service delivery and operational continuity.
- Represented Marlborough Tour Company on Hospitality Marlborough and Queen Charlotte Track boards.

**GENERAL MANAGER | NINHVANA**

FEB 2018 – JUNE 2019

Ninh Van Bay, Vietnam

- Working under the same ownership group of Turtle Lake Brewing, I was transferred to this remote resort to increase turnover and market share.
- Led operations at a high-volume backpacker resort offering 300 beds across dormitories, bungalows, and luxury tents, supported by extensive adventure activities and youth-focused programming
- Directed day-to-day resort operations while also overseeing group-wide improvements across sister properties in the central Vietnam region
- Introduced new guest experience initiatives including surf, hike, and culture packages, contributing to a measurable increase in guest satisfaction and referral bookings
- Implemented financial systems and improved reporting transparency, streamlining labour rosters and inventory control to stabilise margins in a cash-driven environment
- Rebuilt staff training frameworks with a focus on consistency, safety, and brand tone, resulting in stronger frontline engagement and improved service delivery
- Oversaw a team of 120 local and international staff, embedding culture and compliance systems across a multilingual and seasonal workforce
- Reported directly to ownership group, supporting wider strategic planning and contributing to group marketing and positioning in Vietnam's coastal tourism sector

**GENERAL DIRECTOR | TURTLE LAKE BREWING**

JANUARY 2018 - JUNE 2019

Hà Nội, Vietnam

- Led the concept development and launch of Hà Nội's flagship lakeside craft-brewery precinct, combining production facility, high-volume taproom, multi-outlet dining, retail and large outdoor event space.
- Navigated a complex licensing landscape by working hand-in-hand with ward committees, the Ministry of Industry & Trade and customs officials. Securing full brewing, sales and entertainment permissions ahead of schedule while preserving brand integrity.
- Partnered with local and International craft brewers to create compliant recipes around government adjunct limits, releasing a core range plus seasonal collaborations that quickly established Turtle Lake as a destination venue.
- Held full P&L accountability across brewing, F&B, events and retail; introduced cost-control dashboards and supplier tender processes that lifted gross margin and simplified inventory management.
- Built and mentored a cross-cultural team of 50+ Vietnamese and expatriate staff; rolled out SOPs, HACCP protocols and a leadership-development framework that reduced turnover and elevated service consistency.
- Drove brand awareness through community festivals, tap-takeovers and strategic hotel pop-ups—including partnership installations across Muong Thanh Group properties, broadening distribution and visitor footfall.
- Fostered strong relationships with investors, landlords, regulators and local communities, demonstrating advanced stakeholder management and cultural adaptability that underpinned sustained growth.

**GROUP GENERAL MANAGER | TRADER JACKS GROUP**

2014 – 2018

Avarua, Rarotonga, Cook Islands

- Led the largest F&B operation in the Cook Islands, overseeing multiple revenue streams including restaurants, bars, event spaces, a wholesale food import/export business, and a bakery and fish processing plant, driving sustainable revenue growth across all outlets.
- Coordinated large-scale food imports from New Zealand, USA, and Australia, while managing export operations for seafood and condiments to New Zealand, ensuring supply chain efficiency and cost control.
- Oversaw the largest commercial kitchen in the Cook Islands, catering events ranging from intimate gatherings to large-scale functions serving up to 10,000 guests, including the Huawei NZ launch event, which delivered over 10,000 meals.
- Collaborated with local government and Tourism Cook Islands, playing a key advisory role in developing policies and initiatives to support and grow the hospitality and tourism industries.
- Implemented operational frameworks, including inventory management systems, supplier agreements, and cost analysis models, optimising profit margins and operational efficiency.

**OWNER / OPERATOR | GINGER AND GARLIC**

2004 – 2014

Timaru, Canterbury, New Zealand

- Established and operated a highly regarded fine dining destination in New Zealand's South Island, earning nationwide recognition for culinary excellence and large-scale event catering.
- Hosted high-profile events, including celebrity cooking shows, large weddings, and racing events such as Formula Ford Racing, attracting significant media coverage and reinforcing the restaurant's prestige.
- Achieved national recognition as an Ora King Chef and Hallmark Chef for multiple consecutive years, cementing the restaurant's reputation as a leader in fine dining.
- Catered to senior political figures and heads of state, delivering exceptional dining experiences for New Zealand, Australian, and US prime ministers and presidents.
- Led end-to-end operations, including menu development, staff training, financial oversight, and strategic planning, ensuring consistent profitability and operational excellence.

**DIRECTOR | OPIHI WINES**

2011 – 2016

Pleasant Point, Canterbury, New Zealand

- Managed operations of a boutique vineyard, producing award-winning varietals and hosting special events and weekend operations.
- Led strategic growth initiatives, enhancing market presence and ensuring operational sustainability.
- Oversaw the sale and handover negotiations, achieving a profitable exit at the peak of the business's value.

**DIRECTOR | PETITE WINE & DINE**

2008 – 2011

Timaru, Canterbury, New Zealand

- Launched and operated a highly successful cocktail lounge, achieving an NOP exceeding 40%.
- Expanded services to include events, weddings, and wine and food festivals, building a strong regional brand identity.

## COMMUNITY & LEADERSHIP INVOLVEMENT

- Treasurer, Queen Charlotte Track Committee (New Zealand) – Represented Punga Cove Resort, collaborating with the Department of Conservation and local government to advocate for sustainable tourism initiatives.
- Member, Kakadu Tourism Consultative Committee (Australia) – Worked alongside Traditional Owners, Parks Australia, and government representatives to guide tourism strategies in Kakadu National Park.
- Board Member, Tourism Top End (Australia) – Worked alongside key tourism stakeholders and government representatives to advocate for and grow the visitor economy across Darwin and the wider Top End.
- Board Member, Cook Islands Tourism (Cook Islands) – Contributed to policy development and strategic planning to support the growth of the national tourism industry.
- Community Representative, Safer Communities (New Zealand) – Supported restorative justice initiatives, assisting victims of crime and facilitating first-time offender reintegration.
- Multiple Sports Team Coach – Children’s Sports
- Member, Parent Teacher Association (PTA) (Australia) – Provided guidance and support to Jabiru School, contributing to strategic direction and fostering a positive educational environment.

## FORMAL EDUCATION

**Edith Cowan University**

*Executive Masters of Business Psychology (2025 ongoing)*

**Canterbury University, New Zealand**

*Bachelor of Science 2001*

**Aoraki Polytechnic**

*Level 5 Certificate in Professional Cookery*

**References available from all past employers on request**