



WISSAL PRIETO

HOSPITALITY CONSULTANT & MANAGEMENT

ABOUT

Wissal has been an entrepreneur and creator of successful business projects.

Renowned businessman in the hospitality international industry in Marbella (SPAIN) and Morocco.

He has been working for more than 18 years in the business and consulting world, creating companies and working in existing ones with the implementation of new strategies, market plans and high impact techniques in human teams

His strategy is a perfect vision of the market circumstances, adapted to each business and an incredible anticipation of possible future obstacles, his talent an unusual IMPROVISATION CAPACITY.

WORK EXPERIENCE

HOTEL

• DIRECTOR ADAM PARK & SPA MARRAKECH

(5 STARS LUXURY, 226 ROOMS)

January 2016 – Present

My function is uncover and quantify processes, Management systems and Organizational behavior breakdowns that was eroding deeply the service levels and profitability. From there a more tailored and extensive project engagement has served to validate opportunities, jointly develop solutions, and implement best practices. Results have meet or exceed initial expectations over 90% of the time.

- **Reduced Operating Cost**
- **Improved guest Satisfaction and service levels**
- **Engaged Colleagues**
- **Increased Revenue**
- **Reduced Supply Chain and Inventory Costs**

• HOTEL IBIS MADRID -April 2005-June 2005

ASSISTANT GENERAL MANAGER

Responsible for training the staff and supervising all departments

• NH MARBELLA (5 STARS , 232 ROOMS)-February 2005-April 2005

NIGHT AUDIT –RECEPTIONIST

• HOTEL PUENTE ROMANO MARBELLA (5 STARS LUXURY , 232 ROOMS)

ASSISTANT HEAD CHEF

FRANCHISE DIRECTOR & FOUNDER

January 2012– May 2016

- **SALT&PEPPER FINE DINNING RESTAURANTS (240COVERS)**

May 2007- June 2008

- **FASHION SUSHI MARBELLA**

F&B AND RESTAURANTS DIRECTOR-CONSULTANT

July 2008 – November 2011

- **HOTEL BOUTIQUE FINCA BESAYA MARBELLA**

September 2008- July 2009

- **VASARI RESTAURANTS CLUB MARBELLA**

March 2004-September 2005

- **OCEAN CLUB VACATIONAL MARBELLA**



WISSAL PRIETO

HOSPITALITY CONSULTANT & MANAGEMENT

SKILLBAR

FOCOS ON RESULTS



RESILIENCE



ANALYTICAL & PERSONAL SKILL



CONNECT

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"It is not so much to see what nobody has seen, but to think what nobody has yet thought about what everyone sees"

WORK EXPERIENCE

HOSPITALITY INVESTMENT

June 2006-March 2007

- LEMON TREE HOSPITALITY INVESTMENTS. DIRECTOR OF OPERATIONS

Sep 2005-March 2006

- MAC ANTHONY REALTY INTERNATIONAL. SALES & MARKETING

July 2002-Feb 2004

- LE ROCHES MARBELLA.
 - SUPERVISING THE BANQUETING SERVICE DEPARTMENT.
 - SERVICE BAR TEACHER
 - COORDINATING 1ST YEAR SERVICE PRACTICAL

EDUCATION

- HOTEL BUSSINESS MANAGEMENT BACHELOR LE ROCHES (MARBELLA, SPAIN)

Sep 2000 - May 2003

- G.S.A.D INTERNATIONAL COLLEUE (CASABLANCA, MOROCCO. FRENCH BACCALAUREATE

May Sep 1994 - June 1998

LANGUAGES

- **SPANISH** NATIVE SPEAKER
- **FRENCH** NATIVE SPEAKER
- **ENGLISH** NEAR NATIVE. FLUENT
- **ARAB** VERY GOOD COMMAND