



Ishak Bin Yunus

Hospitality & Leisure General Manager

Summary

Proven track record of over 40 years of experience in Hospitality & Leisure Industry with numbers of international hotel chains in Malaysia, Cambodia, Thailand and PR China.

Hospitable and dynamic General Manager overseeing all hotel operations to achieve business milestones. The responsibilities of a General Manager are diverse and demanding. Played a pivotal role in ensuring the smooth and efficient operation of the entire hotel. Possess strong leadership, communication, and problem-solving skills. Have a deep understanding of the hospitality industry and abled to adapt to changing market conditions while maintaining the hotel's reputation for luxury and excellence.

Responsibilities:

- Overall Operations Management:
 - Oversee all aspects of the hotel's day-to-day operations.
 - Develop and implement policies and procedures to enhance efficiency and guest satisfaction.
 - Ensure compliance with industry regulations and standards.
- Financial Management:
 - Develop and manage the hotel's budget.
 - Monitor financial performance, analyse variances, and implement corrective actions.
 - Negotiate contracts and agreements with suppliers.
- Guest Services:
 - Ensure exceptional customer service and guest satisfaction.
 - Handle guest feedback and resolve issues promptly.
 - Implement and maintain high service standards throughout the hotel.
- Human Resources Management:
 - Recruit, train, and supervise hotel staff.
 - Set performance expectations and conduct regular evaluations.
 - Foster a positive working environment and promote employee engagement.
- Sales and Marketing:
 - Develop and implement sales and marketing strategies to attract guests and increase revenue.
 - Establish relationships with corporate clients, travel agencies, and other potential partners.
 - Monitor market trends and competition to make strategic decisions.
- Quality Control:
 - Implement and maintain quality control measures to uphold the hotel's 5-star standards.
 - Conduct regular inspections and audits to ensure compliance with cleanliness, safety, and service standards.

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Education

2010 -2011

Masters In Human Resources Mgmt

Lim Kok Wing University
Phnom Penh, Cambodia

Certification:

HRDC Certified TTT Trainer - April 2021

Expertise

- Food & Beverage
- Pre-opening
- Sales and Marketing
- Business Strategy Development
- Project Development
- Talent Management and Organizational Capability
- Business Information Analysis
- Employee and Labour Relations
- Revenue Management
- Owner Relations
- Customer and Public Relations Management
- Company/Brand Policy, Procedures, and Standards Compliance

Language

Bahasa Malaysia

English

Mandarin - Basic

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Responsibilities - cont...

- Facilities Management:
 - Oversee the maintenance and upkeep of the hotel's physical facilities.
 - Coordinate renovations and improvements as necessary.
- Security and Safety:
 - Implement and enforce security and safety protocols.
 - Ensure the hotel complies with health and safety regulations.
- Community and Public Relations:
 - Represent the hotel in the local community and establish positive relationships.
 - Participate in public relations activities and events.
- Strategic Planning:
 - Develop long-term goals and objectives for the hotel.
 - Make strategic decisions to position the hotel competitively in the market.

Key Strengths:

- Results driven, thriving in a dynamic and challenging environment where accomplishments are delivered on time and within budgets.
- Experience in International Luxury Hotels servicing a critical client market where high guest satisfaction indices are consistently delivered.
- Understands the key profit drivers for own area of responsibility and how that contributes to the profitability of the business as a whole.
- Contributes to the team; an energy contributor not an energy sapper.
- Helps to co-ordinate projects and comes up with ideas for making operations more efficient and guest friendly.
- Able to work without close supervision and making effective decisions independently.
- Focuses self and others on achieving results and is not easily distracted; takes responsibility for results but gives credit to others for achieving them.
- Enthuses people: Motivates team to take part actively in making change successful.
- Understands that we need to be different from and better than our competitors and regular visits other Hotels and make changes which can add value into guest experiences.

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Professional Experience

Aug 2024 - Present

Four Points by Sheraton Desaru, Johor

311 rooms. Facilities includes 2 restaurants and bars, ballroom and 5 functions rooms, gym, teambuilding area, and family swimming pools.

Position: General Manager - Reporting to Market VP, Malaysia

Principal function:

Involves in overseeing all aspects of hotel operations to ensure guest satisfaction, employee engagement, and financial performance.

Responsibilities:

- **Strategic Leadership:**
Develop and execute business strategies to maximize profitability, market share, and guest satisfaction.
- **Operational Management:**
Oversee daily operations, including guest services, housekeeping, and maintenance, ensuring high standards are met.
- **Team Development:**
Recruit, train, and mentor staff, fostering a positive work environment and professional growth.
- **Financial Oversight:**
Manage budgets, monitor expenses, and ensure financial goals are achieved.
- **Sales and Marketing:**
Drive revenue through proactive sales strategies and effective marketing campaigns.
- **Community Engagement:**
Build relationships with local businesses, officials, and customers to enhance the hotel's reputation.

Achievements

- Achieved RM6.6 millions EBITDA for year 2024.

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Professional Experience

May 2019 - September 2023

Resorts World Langkawi

211 rooms. Facilities includes 3 restaurants and bars, ballroom and 6 functions rooms, marina/jetty, games-room, gym, spa, teambuilding area, campsite, infinity and family swimming pools. Land area - 8 acres.

Achievements

- Achieved RM2.5 millions and RM0.5 millions EBITDA for year 2019 and 2022 (reopening after the pandemic) respectively.

June 2013 - April 2019

Resorts World Awana, Genting Highlands

410 rooms' hotel, 4 restaurants and bars, ballroom and 12 functions rooms. Facilities includes fitness center, conventional & eco sports, teambuilding, campsite and jungle trail, swimming pool and 18 holes golf course.

Achievements

- Achieved RM5.2 million and RM3.9 million EBITDA for year 2017 and 2018 respectively.

Both properties are owned and managed by Genting Malaysia Berhad

Position: General Manager - Reporting to EVP Hospitality & Leisure

Principal function:

To maximize profitability through revenue generation from various profit centers' of the hotel & cost management of entire property; at the same time maintain service standards for guest satisfaction. Adhere to Standard Operating Procedures & company policies that governs the entire operation, via implementation & compliance of Management System.

Responsibilities:

- Greet the guests and day-to-day hotel operations.
- Provide leadership and direction to a team of people.
- Manage operations and finances of business.
- Recruit and train new hires on business practices.
- Drive development of employees
- Ensure that quality of work or service is maintain.
- Ensure that the guest's issues are addressed promptly.
- Develop budget and forecasts.
- Oversee the financial operations of the hotel.
- Make sure that the restocking of supplies and other expenses does not exceed the budget.
- Conduct regular evaluation of employee's activities.
- Business planning and project development.

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May 2012 - May 2013

Lake Kenyir Resort & Spa, Taman Negara

180 Chalets, a restaurant and bar, 1 function room and 1 multipurpose hall, spa, teambuilding, obstacle and sports area, campsite and swimming pool.

Position: General Manager - Reporting to Group GM

Responsibilities:

- Day to day operations and Public Relations of the Resort
- Work hand in hand with a TEAM of department heads in maintaining and upkeep the quality of the products and service standards of the general operations of the hotel.
- Activities such as recruitment, training and implementation of policies and procedures.
- Budget preparation, implementations and executions.
- Business strategies
- Sales and Marketing

October 2011 - February 2012

AUWI Hotel, Chongqing, PR China (Pre-opening)

210 rooms boutique hotel, 6 F&B outlets (All day dining, 2 Chinese restaurants, Lobby Lounge, Pub and Disco), ballroom and 3 functions, fitness center, indoor swimming pool, computerised golf driving range, spa and karaoke.

Position: General Manager / Consultant - Reporting to Chairman (Owner)

Responsibilities:

To manage all matters related to pre-opening planning, preparation, arrangements and execution.

- Prepare the pre-opening marketing plan and budgeting (working capital, food, beverage, linens, china, etc.).
- Pre-opening Manning Forecast and Organisation Chart including recruit, interview, and hire all key management and sales personnel.
- Establish definitive objectives and action plans for all departments.
- Develop pricing for rooms, food and beverage.
- Coordinate the procurement of guest supplies and employee uniforms.
- Interface with potential hotel concessionaires.
- Develop employee benefit program and policy manual.
- All Hotel Department Standard Operating Procedures.
- Hotel Standard Operating Policies & Procedures.
- Design of all Hotel Forms.
- Develop specifications and bids on hotel's FF&E.
- Develop specifications and bids on Computerised System:
 - Front Office System.
 - Back Office System.
 - Point of Sales.
- Website Designing.
- Works with respective Departmental Heads on Scope of Services:
 - Room Division services (Front Office and Housekeeping).
 - Food & Beverage services.
 - Sales Marketing services.
 - Hotel Engineering services.
 - Human Resources.
- Full Control and Monitor Hotel Pre-opening use Checklist.
- Successfully recruit and hired key management team and sales personnel.
- Successfully did the soft opening of 3 F&B outlets (Chinese Restaurant and Western Restaurant and Banquet/Ballroom) in January 2012.

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March 2008 - September 2011

Hello Axiata Company Limited, Phnom Penh, Cambodia

Telco company subsidiary of Axiata Group Berhad, Malaysia

Position: Customer Service Management Manager - Reporting to CMO

A strategic visionary with a clear sense of purpose when faced with diverse situational challenges during periods of both declining sales and rapid growth. Skilled at establishing operational excellence within culturally diverse environments, translating conceptual models into specific growth strategies, and planning/executing multi-faceted customer service campaigns designed to improve customer service index and market positioning and revenue.

Responsibilities:

- Revenue and profitability growth.
- Strategic vision, planning and direction
- Customer service strategy development. Analysing statistics or other data to determine the level of service excellence are provided across the organization
- Financial planning and management for customer service center.
- Analysing market intelligence relating to consumers, new market and competitors.
- Negotiating at senior level with clients, vendors and suppliers.
- Day to day operations of nine (09) Customer Service Center and a Call Center.
- Developed and produced Customer Service Excellence Processes and SOPs for Customer Service Center and Call Center.
- Developed and initiated Customer Service Excellence programme companywide for year 2010 to 2012.
- 5% increased of Customer Satisfaction Index (CSI) for year 2010 compared to APAC Telecom norm.
- Developed and transformed Customer Service Center from cost center to revenue generated center (retail and service center – one stop shop).

February 2007 to February 2008

Holiday Villa Hotel & Suites, Alor Setar

160 rooms and 3 restaurants and bars, ballroom & 3 meeting rooms and spa.

Position: Resident Manager - Reporting to ED/CEO

The number one (01) international managed hotel in Alor Setar. Achieved strong financial results for all areas as well as re-positioned the hotel to cater for new markets and promoted events in the hotel with the event management companies as a preferred hotel. The hotel that accommodated all the Heads of States, Royal families, Prime Minister and all His Cabinet members both for official businesses or leisure.

Responsibilities:

- Ensuring, developing and maintaining an effective and proficient team to optimise customer satisfaction, revenue and profit besides the maintenance and security of the hotel physical needs.
- Devising strategy, restructuring and re-engineering markets to optimize sales and performance
- Overall responsibility of HR policy and strategy.
- Manage and ascertain shareholder's value are protected
- Managing senior management staff including hiring and performance evaluations.

Achievements

- Achieved 30% increased in hotel revenue.
- Achieved 45% GOP.
- Achieved 35% Food & Beverage revenue from overall hotel revenue.
- Revamp Sales & Marketing Department – Training, strategies formulation, implementing strategies and vision & mission.
- Improved Customer satisfaction by 7% within 8 months after resuming the position.

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August 2006 - February 2007

Holiday Villa Hotel & Residence Changsu, PR China

Special Assignment - Pre-opening F&B Task Force

Responsibilities:

- Coordinating and setting-up of food and beverage department and policies/procedures consist of International, Sichuan and Cantonese Restaurants, Lobby Bar and Banquets.
- Staff training - whole spectrum of the food & beverage operations, management and services.
- Successfully opened 4 F&B outlets; International Restaurant, Chinese Restaurant, Lobby Lounge and Banquet/Ballroom.

February 2002 - January 2007

Holiday Villa Hotel & Suites, Phnom Penh, Cambodia

80 rooms boutique hotel and 3 F&B outlets and meeting room.

Position: Resident Manager i/c Business Development - Reporting to ED/CEO

Responsibilities:

- To act as its representative for the property to exercises the highest demand of leadership, to fulfil targets and achieve the best results for the benefit of the both the Owner & Shareholders.
- With due emphasis on duty of care keeping both the Owners and hotel interests in the forefront.
- To up-keep and maintain the property internally, externally to meet the 4star standards each year.
- Overall responsibility of HR policy and strategy.
- To maximize revenue potential and maintain strict cost control procedures to ensure the objectives are achieved.
- To represent hotel/management in all negotiating issues at senior level with the Hotel Complex owner (Phnom Penh Municipality).

Achievements

- Personally networked at executive level to forge strong business relations & key partnerships. Initiated and secured new client accounts while retaining long-standing clients.
- Regain Europe and US market shares.
- Turn around the property from negative to positive P&L.
- Achieved 35% GOP.

December 1999 - November 2001

Novotel Qi Yun Hefei, Anhui, PR China

180 rooms and 3 restaurants (International, Sichuan & Cantonese), bar, ballroom and 3 meeting rooms.

Position: Food & Beverage Manager - Reporting to GM

Responsibilities:

- Day to day operations and Public Relations. Coordinate hotel F&B positioning. Planning and executing all promotions on monthly basis.
- Work hand in hand with the General Manager in maintaining and upkeep the quality of the product and service standards of the general operations of the hotel.
- Activities such as recruitment, training and implementation of policies and procedures.
- Budget preparation, implementations and executions.
- Member of Accor China food and beverage committee for 2 years. Implement cross promotion amongst Accor hotels in China.
- Achieved 25% above budget 2000 GOP.

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March 1999 - November 1999

Novotel Siam Square, Bangkok, Thailand

Position: Operations Manager - Reporting to GM

Responsibilities:

- Managed and lead the day to day food and beverage operations of Entertainment Complex which consist of Italian restaurant, Disco and Karaoke.
- Public Relations and Training

Achievements:

- Reduced headcount. Resignations and terminations without replacement. Increased staff productivity by training.
- Achieved 38% GOP.

December 1994 to February 1999

Sofitel Cambodiana, Phnom Penh, Cambodia

Positions & Reporting to Director of F&B

- Food & Beverage Manager
- Assistant Food & Beverage Manager
- Banquet & Restaurants Manager

Responsibilities:

- Responsible for day to day operation
- Budget preparations and implementations,
- Planning and executing all F&B promotions on monthly basis.
- Hiring entertainment group.
- Assist sales and marketing department to obtain businesses from Malaysian companies and community.
- Responsible for local government, foreign embassies and Royal functions and caterings.
- Supervised training and cost control.

Achievements:

- Trained Asst. F&B Manager for F&B Manager position.
- Chinese dinner outside catering for the wedding of Minister of Tourism for 1,400 persons. Set-up satellite kitchen.
- Enhanced business relations with all the 18 embassies and Royal Palace. Recognized as one of the best hotel for banqueting and international cuisine.

October 1991 to March 1993

Holiday Inn City Center, Kuala Lumpur, Malaysia

Position: Food & Beverage Manager - Reporting to GM

Responsibilities:

- Responsible for day to day operation.
- Preparation of Budgets and implementations.
- Planning and executing all promotions on monthly basis.
- Training and cost control.

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June 1990 to September 1991

Burau Bay Resort, Langkawi, Kedah Malaysia

Position: Restaurants & Bars Manager - Reporting to F&BM

- Pre-opening team

January 1989 to May 1990

Royal Casuarina Ipoh, Perak, Malaysia

Position: Assistant Food & Beverage Manager - Reporting to F&BM

Responsibilities:

- Day to day Food & Beverage operations.
- Budget implementations and cost control.
- Responsible for local & foreign government and Royal functions.

Achievements:

- Regain confidence and bring back all government businesses for F&B and room accommodation which was lost interest and confidence over the overall services of the hotel.

May 1986 to December 1988

Pan Pacific Resort Pangkor, Perak, Malaysia

- Pre-opening team

Positions & Reporting to F&BM

- Restaurant Supervisor
- Restaurant Manager
- Restaurants & Bars Manager

February 1985 to April 1986

Shangri La Hotel Kuala Lumpur, Malaysia

Position: Captain - Reporting to Headwaiter

- Pre-opening team

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Additional Information

Computer literate:

- Microsoft/Words/Excel/Powerpoint/Outlook/PDF

Extra Curricular Activities/Post

- 1999 – 2000: Food & Beverage Committee Accor China
- 2005 – 2007: Vice President, Malaysian Business Council of Cambodia
- 2005 – 2006: Executive Committee, Cambodia Hotel Association
- 2013 – 2018: Executive Committee, Malaysian Assoc of Golf & Recreational Club Owners Bhd (MAGRO)

Further Training & Qualifications:

- New Work Habits for a Radically Changing World
- Leadership Alignment Workshop
- Performance Management Workshop
- Management and Leadership Training Workshop
- HR for Non-HR Manager
- Cost Reduction Implementation Programme (CRIP)
- Business Development Workshop
- Leadership and One-Minute Manager
- Finance for Non-Finance Executive Training
- Coaching Skill
- Creating Positive Work Environment and Positive Thinking

References

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