



GLOBAL LODGING ADVISORS

Mark Elawadi

Biography & Professional Qualifications

Mark Elawadi is an international hospitality leader with over 30 years of industry experience across five continents. His experience encompasses hotel management, project development and asset management.

He also has specific experience in turnaround, contingency and crisis management, as well as financial workouts in complex situations. He has negotiated numerous hotel management agreements on behalf of hotel owners and has been instrumental in assisting in the legal and financial due diligence during new acquisitions, developments, and the rebranding of hotel assets.

Among his career accomplishments, he has been recognized for his leadership skills in the launch of new hotels with Marriott, Conrad and achieving outstanding results, abilities in turning around underperforming hotel assets. Additionally, his expertise in crisis management and profitability planning provides an added level of management capability and strategic planning that is highly valued within the industry.

Prior to founding GLA, Mr. Elawadi held executive positions, including pre-opening, opening and operating experience with some of the finest hotel management companies worldwide. Most recently, Mr. Elawadi led the development of a Luxury Resort, Spa and Marina in Turks & Caicos, a Luxury Resort & Spa Condominium project in the Dominican Republic, and oversaw a portfolio of Hilton and Marriott hotels. Other career highlights include:

- Responsible for setting up the acquisition and asset management teams and re-structuring of the Kuwait Hotel Company's assets valued at over US\$1B
- During his operating career, his large-sized hotels achieved some of the highest GOP, REVPAR and EBITDA
- Selected by George Washington University to develop hotel Asset Management as part of the financial management courses for hotel general managers for the continued executive education programs

GLOBAL LODGING ADVISORS USA AND MIDDLE EAST, LLC.

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- Recipient of numerous industry excellence and service recognition awards, including a nomination for Hotelier of the Year in 2002
- Sales and marketing of residential, condo resort, fractional and whole ownership totalling over US\$983M in Tenerife, Spain
- Owners representation, management contract negotiations

Mr. Elawadi holds a Bachelor of Science degree from a leading University in Cairo and is an American Hotel & Lodging Association Certified Hotel Administrator. He has also successfully completed executive education and professional development programs at George Washington University. He also attended Cornell University Hotel School's Executive Education Program with a focus on finance, sales and marketing, and management contract negotiations.

Experience

Global Lodging Advisors, LLC – United States, Middle East and North Africa

Principal and Managing Director

- Detailed review and analysis of operating statements to assess performance
- Responsible for turning around troubled hotel assets and repositioning
- Review under-performing departments and recommend action plans to improve profit margins
- Profit enhancement reviews and recommendations
- Operating budget reviews, capital plan evaluation, and navigation of approval processes
- Marketing assessment and business planning
- Pre-opening co-ordination and assistance
- Hotel project development assistance
- Recommendations and selection and negotiations of hotel operator and/or franchise affiliation

OCEAN POINT DEVELOPMENT – Turks & Caicos

Managing Director, The Third Turtle Club, Marina and Spa

- The co-development of a 120 residences and luxury Condo resort

KUWAIT HOTEL COMPANY – Kuwait

Group Director of Development and Asset Management

- Appointed to form, organize, lead, plan and oversee the re-organization of the KHC to include the development of new hotel projects and management contracts. Set up the newly formed Asset Management role to oversee the performance of a portfolio of 44 hotels
- Responsible for KHC hotel assets valued at \$1.2B

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- Owner representative to asset manage the portfolio of Safir hotels, JVs, Abu Nawas, Golden Tulip and Farah throughout the Middle East and North Africa

CONRAD HOTELS RESORTS AND CASINO - Egypt

Vice President and General Manager

- Luxury Hilton brand, 690 rooms & suites hotel with five executive floors and Spa located on the Nile and surrounded by embassies and top government offices. Catered to the top business segment and had the highest room rates in Cairo at the time.
- Two 5 stars Red Sea resorts

RESORT PROPERTIES GROUP – Canary Islands, Spain

COO and Managing Director

- A community of 5 resorts, clubs that encompassed full residential ownership, timeshare resorts totalling 1900 units including restaurants, bars, beach club.
- My responsibilities were to oversee the Real Estate development, project management, Sales & Marketing, Finance and Admin, resort operations, homeowner's relationship.

THE CUMBERLAND HOTEL – London, UK

General Manager

- 1100-room central London landmark hotel with seven F&B outlets
- Recruited from Marriott Hotels...
- Directed the total market repositioning, renovation of this Forte hotels largest and most profitable hotel asset in Europe.
- Implemented total quality process at this hotel, saved 5 million pounds.

MARRIOTT HOTELS & RESORTS

- **MARRIOTT HOTEL TYSONS CORNER, WASHINGTON DC, USA**
 - General Manager
- **MARRIOTT HOTEL LOS ANGELES AIRPORT, LOS ANGELES, USA**
 - Resident Manager
- **MARRIOTT HOTEL & CASINO, CAIRO, EGYPT**
 - Resident Manager

Education

- **College of Business Administration, GW University -Washington DC**

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- Executive Education, Real Estate Finance, MBA curriculum 1985-1986
- **Cornell University, Ithaca, NY**
 - Financial Management, Asset Management & Marketing
- **College of Du Page, Chicago, IL**
 - Basic, intermediate accounting principles
- **Ain-Shams University, Cairo, Egypt**
 - Bachelor of Science

Languages

- Fluent English, Arabic

Residence

- US citizen
- UK full residency with work permit
- Scandinavia: permanent residency in Sweden
- Have worked and lived in US, UK, Egypt, UAE, Kuwait, North Africa

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