

Francisco Serafim

HOTEL GENERAL MANAGEMENT

Lisbon, Portugal | Portuguese nationality



EXECUTIVE PROFILE

Hospitality professional with international experience in hotel general management, team leadership and F&B operations. Most recently General Manager of The Club Cala San Miguel in Ibiza, with responsibility for all departments and a team of 180 employees during peak season. Combines hands-on operational leadership, personalised service and financial discipline, with a focus on guest experience, team development and the property's operational and financial performance.

CORE EXPERTISE

Team leadership and development • Daily hotel operations • Service quality and guest experience • SOPs and training • Cross-departmental coordination • P&L and budget management • Cost control and procurement • Commercial development and events

PROFESSIONAL EXPERIENCE

General Manager

The Club Cala San Miguel | Port de Sant Miquel, Ibiza, Spain

July 2023 - 2 October 2026

Formerly Siau Ibiza | 96-room The Club property

- Overall management of the property, with responsibility for all departments: Front Office and Reservations, Housekeeping, F&B, Maintenance, Administration and Commercial.
- Led a team of 180 employees during peak season, organising teams, coordinating priorities and supporting department heads.
- Oversaw operational and financial management, monitoring revenue, budgets, purchasing, payroll, food and beverage costs, and operating expenses.
- Supervised guest welcome procedures, assistance and complaint handling, with an emphasis on personalised service and guest loyalty.
- Coordinated invoicing, monitored outstanding guest accounts and prepared operational reports to support daily management of the property.
- Developed operating procedures and training, focusing on service consistency, operational efficiency and guest satisfaction.

Francisco Serafim

HOTEL GENERAL MANAGEMENT | EXPERIENCE AND QUALIFICATIONS

PROFESSIONAL EXPERIENCE

Director of Food & Beverage

Adare Manor, Ireland | May 2021 - July 2023

Luxury resort | F&B team of more than 350 employees

- Directed restaurants, banqueting and in-room dining, coordinating teams and maintaining high service standards.
- Organised weddings, corporate events and VIP functions in coordination with the wider resort operation.
- Developed SOPs and service training, including butler service initiatives and personalised guest service with Guest Relations.

Group Food & Beverage Manager

Hotel Metropole Brussels, Belgium | October 2019 - May 2021

Three outlets | Team of approximately 80 to 120 employees

- Managed daily restaurant, bar and banqueting operations, coordinating staffing and service delivery.
- Held responsibility for F&B P&L, including cost control, margin management and revenue optimisation.
- Developed a commercial strategy for diplomatic, corporate and luxury brand events, focusing on banqueting revenue.

F&B Duty Manager / Restaurant Manager

Nobu Marbella, Spain | September 2016 - October 2019

Restaurant, bar and events | Team of 60 employees

- Supervised daily restaurant, bar and event operations, ensuring adherence to the brand's service standards.
- Managed and developed a team of 60 employees, maintaining close oversight of service delivery and guest experience.

Hospitality Internship Programme

Ritz Madrid, Spain | October 2015 - September 2016

- Completed rotations across Front Office, Rooms Division, F&B and Finance, gaining insight into operational processes and departmental coordination.

EDUCATION

Les Roches Crans-Montana, Switzerland

Master's Degree in Global Hospitality Management | 2015 - 2016

Bachelor Programme in International Hotel Management | 2012 - 2015

Languages: Portuguese • English • Spanish

Based in Lisbon | International mobility.