



MOHAMMAD S. DIMASHKYI

Certified Soft Skills Trainer | Hospitality Management |
Organizational Development

📍 Beirut-Sodeco

☎ 81-6 81 8 33

✉ dimashkyi@yahoo.com

SUMMARY

With over 15 years of dedicated team building & O.B management experience, I've honed skills in learning & Development, staff training, and enhancing guest experiences. I've driven significant growth in customer satisfaction and revenue in high-paced luxury hotels environments.

KEY ACHIEVEMENTS

- ☑ Writing tailored Training curriculum
- ☑ Food & Beverage Management
- ☑ Nurturing Knowledge cultures
- ☑ Human Capital Asset Development
- ☑ Train the trainer for 30+ trainers
- ☑ Proactive troubleshooting & SOP formatting

WORK EXPERIENCE

Learning & Development Manager

EVibes House

📅 06/2020 – Present 📍 Beirut, Dubai, Ryadh, Cairo

- Conducted presentations on the different products/solutions offered by the company and provide any needed technical guidance to clients' stakeholders;
- Identified clients' needs and challenges; conducted thorough analysis to understand root causes and define actionable improvements;
- Conducted gap analysis, on-boarded project teams, trained project stakeholders on related subject matter, developed approaches and tools that would lead to desired outcomes;
- Conducted Training Needs Analysis, organizational troubleshooting, designed training materials and led different training sessions in a diversity of fields.

Portfolio:

- Al Beirut chains part of Crown Concepts Group UAE, Egypt & Beirut
- Alfa Telecom, Touch (MTC) Lebanon, Lancaster hotels Group
- Wooden Bakery Factory, H.Q Antelias & 30 POS

Full time faculty of Business Instructor

Université de Picardie Jules Verne – MUBS – Cardiff Metropolitan

📅 06/2015 – 02/2020 📍 Beirut & Jal El Dib

Delivered lectures for undergraduate B.S & postgraduate M.S programs:
Organizational Behavior, leadership, E-Business, Consumer behavior, Marketing Mgt & CRM.

Food & Beverages Director

COALLIA CATERING Group auxiliary "Espace Gestion"

📅 11/2011 – 05/2015 📍 Seine St Denis, France

- Building PMO/shared services functions from scratch for 2 separate units (private & public)
- Bridging Academic & career orientation to market, with Ministry of Education for youth 18-28 catering professions
- Established relationships with government & universities in Paris IDF region, driving partnership from ideation to launch to relationship management, by conducting performance analysis and corrective measures
- teaming intensively with local government vision in reducing unemployment rate in region
- Executive education, Support and evaluation of VAE (Validation of acquired experience) AGDS I.D.F, France.

Director of Operations

HOTEL MILLENNIUM (5*)

📅 09/2008 – 10/2011 📍 Roissy CDG, France

- Led the hotel day-to-day operations: (CRM, Sales force, Reservations, SPA, Front office & Maintenance) 1M,840 K€ /Year
- Planned, mapped and launched new products & themed festivals
- Structured supply operation (hiring to training) increasing Front office & Sales force team by 80+
- 24/7 Airport hotel ability to accommodate emergency flights cancellations with 100% immediate set-up activation in less than 60 minutes for Rooms & 3 meals buffets for passengers: tripadvisor.com customers feedback amelioration

Food & Beverage Manager
Deputy Director of F&B/ Promoted
[Starwood SHERATON HOTEL & TOWER](#)

🏠 02/2006 – 09/2008 📍 Ryadh, Kingdom of Saudi Arabia

Visitor Business Instructor
[ESC Troyes Graduate school of management](#)

🏠 01/2003 – 01/2006 📍 Troyes, France
Operations Management, HR, O.B, Marketing, Leadership courses

Hotel Manager
[RAMADA HOTEL](#)

🏠 09/2004 – 01/2006 📍 Paris CDG AIRPORT Le Blanc-Mesnil, France

Commercial Manager (M.I.C.E. business)
[HOTEL CAMPANILE \(4*\)](#)

🏠 01/2003 – 09/2004 📍 Paris CDG AIRPORT Le Blanc-Mesnil, France

- Implemented M.I.C.E strategies to boost 185 rooms, 3 outlets & 1 outside catering
- Delivered over 3M€ in cost savings to date.

F&B Apprenticeship – 6 months M.I.T curriculum
[HYATT REGENCY HOTEL\(5*\)](#)

🏠 07/2002 – 01/2003 📍 Paris Roissy CDG, France

Banquet & Catering Manager
[INTERCONTINENTAL GROUP - CROWNE PLAZA HOTEL](#)

🏠 07/2000 – 06/2002 📍 Jeddah, Kingdom of Saudi Arabia
Managed customer service, finalized functions and pharmaceutical sector deals on hotel packages:
Outside catering, seminars & meetings 1.2 M\$/ Year

Sales Manager, Banquet Sales executive promoted
[J.J. FRANCE GROUP-HÔTEL AMARANTE GOLF PLAZA\(5*\)](#)

🏠 09/1998 – 06/2000 📍 Sainte Maxime, France
Supervised banquet sales, organized corporate pharmaceutical events, handled service venues and CRM.

EDUCATION

Executive Master of Business Administration
[École Supérieure de Commerce et Gestion](#)

🏠 01/2004 - 01/2005 📍 Nice, France

Master of Business Administration
[École Supérieure de Commerce et Gestion](#)

🏠 01/2003 - 01/2004 📍 Nimes, France

Diplome d'état D.E.S.S - Organizations & cultures Behavior
[École d'ingénieur, Université de Perpignan](#)

🏠 01/1998 - 01/2003 📍 Perpignan, France

Certified Executive Trainer
[InterContinental Hotels group](#)

🏠 01/2003 - 10/2003 📍 Cote d'Azur, France

LANGUAGES:

Fluent in French, English & Arabic

PROJECTS & INTERESTS

"Brand Identity : Le Votré – Traiteur S.N.C."

[Chambre de Commerce et d'industrie Perpignan et des pays orientales](#) 03/2005

"Rebranding cultural mix Strategies for Rügen Island - Germany".

[Université de Perpignan & L'île de Rügen](#) 02/2005

"Managing Consumer behavior Turnover: Problems & Solutions".

[Vatel École Supérieure de Commerce et Gestion, Nîmes.](#) 02/2002

PROFESSIONAL CERTIFICATION & TRAINING

Mastering of Tourism Marketing Public & Private sectors process, IUP Mende –France.

Brand Identity & Communication Standards, Millennium Groups, Paris La Madeleine.

Chamber of Commerce Accredited Professional Management Capacity: ESCG Nîmes

Registered Craft Trainer Certificate I&II InterContinental Hotels Group

Hotel General Manager Aptitude certificate, ESCG, Nîmes France

ORGANIZATIONAL ACTIVITIES AND RELATIONS WITH THE CITY

Member of the Governmental Program Committee for the Professional Bachelor of Science in Hotel studies

Arbitrator: Savate. Seine St Denis Paris 93 region 2011-2013

Confrérie de la Chaîne des Rôtisseurs, member since 2006

Ordre des ingénieurs, département des Pyrénées orientales

REFEREES

Christophe Aoun – Crown Concepts Group G.M 00971 555222048

christophe.aoun@crownconceptsgroup.com

Dr A.J Bazzi – Haigazian University Instructor 03666374

a.bazzi@haigazian.edu.lb

Thomas Schmelter Area G.M InerContinental hotels Group 0014401753072000

thomas.schmelter@ihg.com

Engineer Amer Chahine, Architect – IRADA

Beirut Lebanon 03111391 Dr.amerchahine@hotmail.com