



# Serge Chamelian

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**Highly accomplished professional with 19+ years of international experience driving optimal business growth and profitability across the tourism sector through technology inclusion and top-notch strategies.**

Direct experience within tourism private sector from development and management standpoint. Strong ability to lead multi-skilled teams to collaborate cross-functionally for the benefit of the clients, ensuring effective use of revenue management and distribution practices through client/business consultations while integrating various software and tools into daily activities to support operations. Skilled in providing strategic distribution and pricing tactics to boost revenue growth by predicting consumer behaviour and optimising product availability. Compelling communicator and exceptional interpersonal skills with fluency in English, Arabic, French, and Armenian.

## Areas of Expertise

- Hospitality & Customer Service
- Business & Operations Management
- Risk Management & Assessment
- Budget & P&L Management
- Systems & Data Integration
- Account & Portfolio Management
- Digital Marketing & Advertising
- Revenue Management & Analysis
- Business Analytics
- Leadership & Team Management
- Project Management
- Change Management
- Stakeholder Management
- Relationship Management
- Pricing

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## Academic Accomplishments

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- Functioned as Visiting Lecturer for multiple institutes across the world to lecture on topics like “Strategic Pricing in Tourism”, “Revenue Management, E-Commerce, and Distribution in the Tourism Industry”, as well as “Front office management” and “Business etiquette/protocol” at institutes like Ecole Ferriere, MCI Management Center, as well as SKEMA and Solvay Business School.
- Authored 35+ articles for publications, specifically Hospitality News Magazine, covering topics like “Hotels Post COVID-19: Adopting New Technologies”, “How to Get the Best Deals for Your Next Trip”, “Rate Parity or Disparity? Recommendations...”, “Franchise Software”, and “From E-tourism to R-tourism”.
- Served as Presenter and Panel Speaker at the “Revenue Management and Pricing in Travel Europe” and “Align your Distribution Channels with Revenue Management” conference hosted by HEDNA Europe.

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## Career Experience

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**h-hotelier s.a.r.l | Paris, FR & Beirut, LB**  
**Managing Partner**

**2009 – Present**

Pioneer start-up efforts for hospitality management company to provide consultancy services on software integration, distribution, and revenue management for wide range of clients in the tourism sector as Travel Agencies, Tour Operators, Bedbanks, Hotels, resorts among others. Collaborate with key stakeholders of clients to create/articulate proposed Big Data visualisation solutions. Create contracts to begin collaborations with clients, partners, and government bodies. Identify/steer new business opportunities within large/strategic hotel accounts according to available product portfolio. Devise and disseminate data across departments to draw conclusions on current method success. Formulate investment and marketing plans, strategic and operational plans for tourism

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destinations, as well as business plans with market/financial feasibility, appraisal/investment structuring, and anticipated returns for private sector companies. Monitored cost control measures, created and implemented operational procedure for many of our clients.

- Served as exclusive distributor and creator of 'h-enigma' business intelligence (BI) application and 'h-simulation' online training simulation tool.
- Masterminded change management strategy for each project, implementing plan focused on addressing various changes that may arise during projects and how to smoothly transition.
- Successfully compiled comprehensive development plan to adopt growth strategies in pricing, product development, hotel distribution, travel 2.0, and data quality.
- Delivered technical assistance to several hotel owners before overseeing property management by international operator.
- Bridged communications and nurtured relationships between owners and international hotel operators/consortiums while managing contract negotiations and owner representation with international operator/chain.
- Covered franchise positioning, franchisor international development coaching, hotel performance monitoring, and operating manual preparation
- Leveraged expert knowledge with business to business (B2B) and business to consumer (B2C) Tourism Distribution platforms.

**AMADEUS S.A.S | Sophia Antipolis, FR**  
**Business Development Manager**

**2006 – 2009**

Spearheaded direct EMEA sales, account management, and business development functions for key clients, implementing business case analysis to evaluate clients' potential decision-making while managing distributors, business partners, sales reps, and customer service team. Prepared/set budgets, marketing strategy, and sales forecasts for department. Produced strategic direction of product segment to ensure achievement of client and business needs. Coordinated request for proposals (RFPs) from approval to response. Identified new business opportunities, increasing value of existing clients and attracting/acquiring new clients.

- Engineered the growth of the sales department by exceeding the budget by 140%.
- Sealed the largest contract for the company.
- Boosted UK market share by 9% with RM software integration.

**Senior Consultant | Project Manager (2006-2007)**

Established direction and insights into next generation of pricing strategies, implementing pricing structures with various approaches for wide range of clients. Embedded optimisation, distribution, and rate schema strategies for clients while proactively directing solution implementations for new consultants as Project Manager. Analysed global structure of hotel revenue with various revenue streams, such as rooms, sales, conferences, and F&B.

- Contributed to design and functional features of new company revenue management tool.
- Executed efforts aimed at enhancing return on investment (ROI) from online marketing activities, including trend booking, pay per click (PPC), consumer relationship systems (CRS), and search engine optimisation (SEO).

**OPTIMS | Sophia Antipolis, FR**  
**Revenue Management Consultant (2004 – 2006)**

**2004 – 2006**

Evaluate influences on top-line revenues and bottom-line profitability to guarantee effective pricing practices within the company, forecasting consumer behaviour at micro-market levels and ensuring supply meets demand. Introduced two-way reporting processes from corporate to hotel level to create communication channel for better correspondence. Strategized with hotel sales team on ways to improve communication between sales and pricing

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on property level for matters like last room availability for pricing and daily sales activities. Governed data hosting requirements for hospitality group on behalf of Amadeus Erding Datacentre.

- Applied Cluster RM operational guidelines, strategies, set standards, and recommendations across the organisation.
- Deployed and facilitated onsite training of revenue system and yield concepts while monitoring channel management tools for RM structure support.
- Advanced through roles of increasing scope, previously acting as Revenue Management Analyst to support 800 clients with system/technical support, interface installations, and data integrity control while creating internal web-based support tool for efficient customer service.

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## Additional Experience

### **Project Manager, Château de Nointel, France**

*Managed two projects for entire Group of nine Castles in Paris.*

### **Banqueting, Hotel Richmond, Switzerland**

*Supervised cocktail events and banquets with 200 attendees while negotiating/securing banquet offers and menus.*

### **Night Auditor, Hotel President Wilson, Switzerland**

*Coordinated business centre and guest complaints, preparing daily reports and statements for all outlets, incl. three restaurants, two bars, and one spa.*

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## Education

### **PhD in Electronic Distribution Channels, Analytics, Tourism Management**

University of Surrey, United Kingdom (Expected 2022)

### **Master of Business Administration (MBA)**

IMHI Institut de Management Hotelier International, ESSEC Business School, France

### **Post-Graduate Diploma in Hospitality Management**

Swiss Hotel Association, Hotel Management School 'Les Roches', Switzerland

### **Bachelor of Science in Business Management**

Lebanese American University, Lebanon

### **Associate of Science Degree in Business Management**

Lebanese American University, Lebanon

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## Professional Training

"Shippax Ferry Shipping Conference" | "Hotel Revenue Management and Pricing in Travel Middle East" | Hogia – Bookit Ferry conference | "Travel Distribution Summit Europe" | "Revenue Management and Pricing in Travel Europe"

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## Licenses & Certifications

Certification in Lodging Business Acumen (CLBA), HSMAI & REDGlobal Group USA  
Certification Niveau 3 (diplôme en vin et spiritueux), Ecole Du Vin de France, EDV Paris

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CRME “ Ceritifed Revenue Management Executive” HSMAI

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## Technical Proficiencies

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MS Excel, Access, Word, Power Point, Outlook and Front Page | Adobe, Dreamweaver, Fireworks, Photoshop, Illustrator and Flash | Optims, City.Optims, Oracle, SQL | Fidelio, Micros, Opera, Protel, Visual Manager, SPSS | Webmaster

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