

# PENNY BROWN

## ***PERSONAL INFORMATION***

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TELEPHONE: +44 7802 872 356(mobile)  
EMAIL: penny@inn-telligence.com  
NATIONALITY: British

## ***KEY SKILLS***

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- A professional manager with a broad range of experience, both in the UK and internationally.
- Financially sound background (Feasibility studies, Operational and Project budgeting)
- A proven track record of managing projects on an international basis, including pre and post opening hotels and development/refurbishment projects.
- Strategic thinker with good organisational skills.
- An authority on Human Resource related issues within multicultural environments.
- Strong interpersonal skills, persuasion and ability to counsel.
- A successful trainer and facilitator (line staff to board level) with experience in multi media material development.
- Passionate, with a preference for creative and innovative solutions.

## ***LANGUAGES***

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English	Mother tongue
German	Good
Dutch	Intermediate
French	Beginner with reasonable grasp of basics

## ***EMPLOYMENT HISTORY***

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**Aug 2003 – to date**

**INN-telligence Ltd**

***Managing Director***

Management Consultancy and Hotel Management  
Specialising in Hotels and Hospitality.

**THE B+B COLLECTION Ltd (Owned Brand)**

***Managing Director***

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**Apr 1997 – July 2003**

**Raffles International Ltd. (previous Swissotel),  
Singapore**

**Nov 00 – July 03**

***Vice President (Human Resources)  
Europe, Middle East, Mediterranean***

- Based at Head Office in Zurich, Switzerland
- Reporting to SVP Operations
- Responsible for all HR related activities in the regions including HR strategy, Training, Development, Succession Planning, Total Performance Management, Benefits Management, etc.
- 15 direct reports - 13 unit level Director of Human Resources – 2 at regional head office
- Responsible for Global Projects (Development of E-Learning and Talent Development programs)

**Achievements:**

- Managed Best Practice Community
- Initiated and developed Corporate E-Learning project, on-going project management.
- Introduction and development of talent management processes
- Created Regional HR policy and procedure manuals.
- Initiated and managed RASEP (Raffles Management Training program).
- Initiated and managed Operational Departmental Workshops
- Initiated and produced training video for operational functions

**Apr 97 – Nov 00**

***Management Consultant under contract to Swissotel  
Europe and Americas***

- Change management at a strategic level
- Responsible to facilitate networking, synergies and talent management between the hotels
- Personal development counselling
- Development of all generic training materials
- Development and management of reward program
- Assigned to audit HR activities and codes of practice in North and South American properties
- Temporary GM assignments as required

## **EMPLOYMENT HISTORY...continued**

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**Jan 1990 – Mar 1997      MRA Consultants, London UK**

***Director - Consultant***

Management consultancy.  
Specialising in Hotels and Hospitality.

### **MAJOR CLIENTS AND PROJECTS UNDERTAKEN WITH MRA CONSULTANTS**

<b>CLIENT</b>	<b>LOCATION</b>	<b>PROJECT</b>
Gleneagles	Scotland	Development of a 3 Year strategic Business Plan. Management training and team building
Noble Hotels	Turkey + N.Cyprus	Manage the pre and post opening activities of 2 resort hotels (8 months)
The Gallery	London	Pre and post opening management of a Boutique Hotel, Including recruitment training and personnel development.
Park Hotels	London	Management training, team building and HR consulting
SJN Ltd.	London	Operational restructuring, recruitment and training (1 year).
Scotts Holdings Plc.	London	Management Training
Abela Corp.	London	General consulting to Mr Albert Abela. Completion of feasibility studies for new projects
Cantripp Ltd.	London	General Management contract to manage a 500-bed hotel Responsible for rebranding and partial refurbishment. Increased GOP by 14% over 12 months, on previous year.

**1986 - 1990**

**Sarova Hotels, London, UK**  
**Green Park Hotel and Chelsea Hotel**  
*General Manager (2 hotels)*

**1984 – 1986**

**St. Martins Hospitals, London UK**  
**Private Hospital Group**  
*Hospital Administrator (General Manager)*

**1975 – 1984**

**Holiday Inns, UK & Germany**  
*Deputy General Manager*  
*Food and Beverage Manager*  
*Rooms Division Manager*