**PROFILE**

Commercial leader with 25 years in luxury hospitality, brand strategy, and premium visitor experiences. Expertise in elevating high-end brands through operational excellence and curated customer journeys. Proven ability to lead teams, drive revenues, and reposition offerings in the premium segment.

**PROFESSIONAL EXPERIENCE**

**Gooch & Gancz Partnership Ltd** | Founder & Managing Partner
Elgin, UK | 2019--Present

* Boutique consultancy advising luxury brands (e.g., Gordon & MacPhail, Domaine & Demeure) on premium retail, visitor experiences, and e-commerce.
* Delivered up to 200% revenue growth for clients through strategic repositioning and staff training.

**William Grant & Sons** | General Manager, Visitor Centres
Dufftown, UK | 2014--2019

* Transformed Glenfiddich's flagship visitor centre into a premium destination, managing luxury accommodations, e-commerce, and retail (55,000+ visitors/year).
* Redesigned pricing strategy and staff training to shift 30% of revenue to high-margin experiences (e.g., private tastings, bespoke tours).
* Awarded Best Visitor Experience (2018) and Global Spirits Masters medals.

**International Roles in Hospitality** | Sales & Marketing
Asia Pacific | 2003--2014

* **JAL Hotels Bali**: Rebranded resort (33% sales increase; Platinum Hospitality Award).
* **Hilton Tokyo**: Director of Business Development (20% revenue growth).
* **InterContinental Qingdao**: Pre-opening team (2008).

**Ritz-Carlton LLC** | Senior Corporate & B2B Roles
London, UK | 1999--2003

* Led corporate sales and partnerships for Ritz-Carlton, always exceeding plan.
* Spearheaded luxury event programs, attracting HNW clients and global brands.

**Junior Management Positions** | Operations
Brussels, Belgium & London, UK | 1992--1999

* Front Office Manager at the Métroplole Hotel in Brussels.
* Night Manager at Claridge’s Hotel London.
* Back-of-House Manager at the Savoy Hotel London.

**Savoy Group PLC** | Management Trainee in all key hotel departments
London, UK | 1987--1992

* Trained at The Savoy, Claridge's, and The Connaught, mastering ultra-luxury service standards.

**EDUCATION & MEMBERSHIPS**

* **Cambridge University Business School**: Strategic Thinking for CXO (2024).
* **Strathclyde Business School**: Mini-MBA (2021--2022).
* **Oxford Brookes University**: Hospitality Management (1989--1991).
* Fellow, Institute of Hospitality (FIH).
* Associate, Chartered Institute of Marketing (ACIM).