

CV of Christian Hofer



Background :

Internationally experienced expert of Sales & Marketing of Luxury Hotels for the emerging markets such as China, Taiwan, Korea, Russia / CIS, Central-and Eastern Europe, Western Europe and South Africa.

Consulting and guidance activities how to develop new customers from the emerging and traditional source markets

Experience

November 2014 – Present

Owner & CEO

Asian Luxury Villas Collection – Phuket, Thailand

Company is specialized on Luxury Villas rental located in Phuket, Thailand, +
Lombok, Indonesia

Sales and Marketing activities in Central & Eastern Europe, Russia & CIS
Countries

Managing Director
mch management consult e. K.

October 2013 – Present

REPRESENTATION OFFICE FOR HOTELS AND TRAVEL
COMPANIES

General sales office for the area Germany / Austria / Switzerland / Eastern
Europe/ Russia & CIS

Leading specialist for emerging and fast growing markets
for Hotel- and travel industry sales and marketing

Representation contracts for:

1. **Santiburi Resort & Spa** (luxury category) Kho Samui , Thailand

Sales and Marketing activities in Eastern Europe, Russia + CIS countries

2. **Maikhao Dream Villa Resort & Spa** (luxury category) Phuket , Thailand

Sales and Marketing activities in Central & Eastern Europe, Russia + CIS countries

3. **Natai Beach Resort & Spa (5*)** , Phang Nga, Thailand

Sales and Marketing activities in Central & Eastern Europe, Russia + CIS countries

4. **Arcadia Hotel (5*)** , Bratislava- Slovakia

Sales and Marketing activities in Central & Eastern Europe, Russia + CIS Countries

4. Dachsteinkönig 5* Leading Family Hotel – Gosau – Austria

Sales and Marketing activities in Central & Eastern Europe,
Russia +CIS Countries

5. Westin Grand Sukhumvit 5* Bangkok , Thailand

Sales and Marketing activities in Central & Eastern Europe,
Russia +CIS Countries

6. Sheraton Hua –Hin Resort & Spa 5* , Hua Hin ,Thailand

Sales and Marketing activities in Central & Eastern Europe,
Russia +CIS Countries

7.Sheraton Hua Hin Pranburi Villas 5* , Hua Hin , Thailand

Sales and Marketing activities in Central & Eastern Europe,
Russia +CIS Countries

Director

Starwood Hotels & Resorts Worldwide, Inc.

November 1973 – October 2013 (40 years)

2004- 2013: Director for Emerging & Fast Growing markets- Sales and marketing for outbound Business from Russia, Central / Eastern Europe , South Eastern Europe , Ukraine, Kazakhstan ,

Azerbaijan, South Africa, Nigeria, Greater China, Korea

2000- 2004: Director Leisure Sales Europe, Africa, Middle East

Targets of last Position with Starwood:

Development of emerging source market
for outbound travel business

Establishment of sales offices in emerging markets

Setting annual goals for the offices and reviewed accomplishments and
personal goals