



EQUILIBRIUM HOSPITALITY

CONTACT

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equilibriumhospitality.com (Company)

eskiss-studio.com (Company)

rodolphebelin.com (Personal)

TOP SKILLS

Business Development
Marketing Strategy
Management Turnaround
Mentoring & Coaching
Negotiation

LANGUAGES

French (Native)
English (Bilingual)
Spanish (Elementary)

EDUCATION

University Paris IX Dauphine
Bachelor's degree, Economics
(1989 - 1991)

University Paris IX Dauphine
Master, Business and Finance
(1991 - 1993)

MEMBERSHIP

Institute of Hospitality



RODOLPHE BELIN MIH

EQUILIBRIUM HOSPITALITY LTD

Chief Executive Officer

United Kingdom



SUMMARY

Over the past 25 years, Rodolphe has established an extensive professional network across all continents and is today a great asset for any company looking at retaining the services of a very experienced international professional to reposition, restructure, turnaround or simply grow its business. He brings an extensive knowledge and expertise in strategic management, business administration and development planning across various industries.

Grand-son of one of Burgundy most well-known Grand Chef, Mr. Andre Belin (www.andrebelin.com), a two stars Michelin Guide Restaurant in the 50s, 60s and early 70s and trained by one of France's most respected Hotel Entrepreneur, Mr. Alain Jacquier, Founder of the Mercure Hotel Chain in the 70s and later the Village Hotel Budget Chain, the international hospitality and tourism industry has no secrets.

Rodolphe started his international hospitality career as Marketing Manager for The French Tourist Bureau in Australia and New-Zealand and later became the General Manager Economy Hotels Accor Asia-Pacific. As a successful entrepreneur, Rodolphe co-founded "Rest Inn Australia", a budget hotel chain concept that was sold to Accor Asia-Pacific in 2000 and later "Leisure Inn Hotels" sold to StayWell Hospitality Group in 2006.

Driven to achieve excellence and deliver outstanding results, Rodolphe is a dedicated and loyal individual to his clients, passionate, reliable and a natural leadership in building up teams and businesses from grass roots to growth acceleration.

Rodolphe holds a Bachelor of Economics and a Master in Business and Finance from the prestigious French University of Paris IX Dauphine.

EXPERIENCE

EQUILIBRIUM HOSPITALITY LTD

Chief Executive Officer

June 2018 - Present, London, UK

You are looking at expanding your activities across Europe and you would like to have someone on the ground, I can assist you with all your requirements, make strategic introduction to local agents in your fields, solicitors, tax advisors, developers, funders, ... or simply be appointed to represent you in this part of the world. LOYALTY, INTEGRITY, PASSION, RESULTS, ... best describe my Company's core values acquired over 30 years of international entrepreneurship, leadership and management. The Company today represents CP Group/Pandey Hotel Corporation in Europe, assist HighGate in identifying strategic acquisitions and its principle Rodolphe Belin heads the Hospitality Acquisition Advisory Department at Hotel Solutions Partnership. "OUTSOURCE YOUR HOSPITALITY DEVELOPMENT ACTIVITIES"

Visit us at www.equilibriumhospitality.com

HOTEL SOLUTIONS PARTNERSHIP

Vice President | Hotel Acquisition & Development Advisory

August 2019 - June 2020, London, UK

In 2018, the global hospitality transactions reached a volume of \$67.7b and is set to remain buoyant in 2019 driven by a relative moderate global economic growth and political uncertainty. To be successful in bidding and securing a hotel asset in key capital markets, investors need to dedicate extensive resources and time; often achieving little or no results. By expanding its acquisitions department in 2019, known as "HSP Transact", HSP has strengthened its tailored industry response to both existing and new investors and property owners.



To increase a buyer's chance to gain a foothold in key geographical locations, HSP Transact offers a unique set of innovative strategic approaches by acting as "Hotel Hunters". Our bespoke services attract a wide range of clients, from international property and hospitality groups to family offices and private equity companies willing to outsource part of their development activities or simply by mandating us on specific search projects.

HOLDING CHÂTEAUX LIFESTYLE SAS

Chief Operating Officer

March 2017 - August 2019, Paris Area, France

The World's most exclusive Châteaux Ownership Club reserved initially to 2,000 members. Châteaux Lifestyle is the world's first & only Châteaux Ownership Club designed for members to participate in preserving these unique properties and enjoy the benefits without the burden of owning them. Châteaux Lifestyle is a game changer as it brings history, lifestyle, hospitality and relevant funding together. Stay connected and visit us regularly at www.chateauxlifestyle.com

STAYWELL HOSPITALITY GROUP

Group Development Director

April 2013 - August 2014, Sydney, Australia

After completing successfully the turnaround of the Leisure Inn Hotels portfolio in Tasmania, boosting the group EBITDA from \$1 M at Year End June 2010 to an estimated \$3.3 M at Year End June 2013, I provided strategic development services to StayWell Hospitality at their Head Office based in Sydney with the assignment of boosting the Group expansion first essentially in Australia and New Zealand. Staywell Hospitality Group has a network of 35 properties with locations including Dubai, Singapore, Sydney, Melbourne, Brisbane, Townsville, Cairns, Hobart and Launceston operating under the 3* - 3.5* Leisure Inn and 4* - 5* Park Regis brands. In about 14 months, 6 new contracts were finalised and executed being the take-over of 5 properties in New Zealand and one property in Tasmania boosting the Group worldwide presence by 35%! In addition, 4 Heads of Agreement for properties in Australia and Bali were executed and countless leads generated across the region.

LEISURE INN TASMANIA

Regional Manager

October 2009 - April 2013, Hobart, Tasmania

The Leisure Inn Hotels Group in Tasmania operates 4 properties - The Hobart Macquarie, Woolmers Inn and Waterfront Lodge in Hobart and The Penny Royal Hotel & Apartments in Launceston. Since July 2010, Rodolphe Belin developed and implemented a full management turnaround strategy in Business Restructuring including: Sales & Marketing by increasing group revenues by 35% in 12 months and boosting the Leisure Inn Hobart Macquarie EBITDA by +130% last financial year. At June End 2010, the group EBITDA was approx. \$1.1 M - The Estimated EBITDA at End of June 2013 is \$3.3 M. Reviewing the full costs structures of each property to identify savings and sourcing new cost effective suppliers. Recruiting and training all key management roles to lift the overall customers' experience.

Supervising of the entire review and update of all Quality & Control, Health & Safety, Sales & Marketing Strategies. Strengthening the Leisure Inn Brand Awareness. Focusing on delivering a "Value for Money" message. Recruiting, mentoring and monitoring integration in the team of key staff members in order to create an effective and happy working environment.



ACCOR HOSPITALITY

General Manager | Development Economy Hotels
July 2000 - May 2002, Sydney, Australia

Restructured the Development Economy Hotels (Formule 1 & Ibis 2003) Division of Accor in Australia, Accor being the world number 3 hotels owner and operator. Set-up and launch of the first two Formule 1 hotel development in Iseaki and Numazu, Tokyo in Japan. They were Accor's second and third hotels in Japan. Manage, develop and implement all corporate and business unit on-going strategies: financial, location, selection, development, sales and marketing, motel management, customer service. In charge of the day to day operation of the Formule 1 Hotel Chain (13 Properties): Define with the operational team the sales and marketing strategy as well as the close monitoring of the day to day performance of the properties. Develop and Manage all the new Ibis Hotels properties known as Ibis 2003 including the 200 rooms Ibis Hotel at Mascot Airport.

REST INN AUSTRALIA P/L

Executive Director
1997 - 2000, Sydney, Australia

Established a \$20M joint-venture with Major Australian and international institutions to develop a branded chain of budget motels, based on a concept that has proved successful in the USA and in Europe. Developed and implemented all corporate and business unit strategies: financial, location, selection, development, sales and marketing, motel management, customer service. In charge of the day to day operation of the business; the first motel opened in September 1998 and four others were at various stages of development and construction when got taken over by Accor in June 2000. Recruited and animated the development team for the creation of a new revolutionized Automated Check-In System.

FRENCH TOURIST COMMISSION - AUSTRALIA & NEW ZEALAND

Marketing Manager
October 1993 - October 1996, Sydney, Australia

Development and implementation of educational seminars on France to the local Travel Industry. Organised major public relation functions for the travel press. Organised the 1994 French Travel Trade Show in Australia and New Zealand. Involved in the design and implementation of advertising campaigns in the press. Represented France in all major travel trade events in Australia and NZ.