

**MICHELLE P. CASTAÑEDA**

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LED START UPS & EAST AFRICA EXPANSIONS | INTERNATIONAL BUSINESS DEVELOPER | HOSPITALITY SYSTEM IMPLEMENTOR | EXEC.DIRECTOR

**Maximizing profit, performance, and value of the company through strategic plan.**

Provide insight, direction, recommendation for cost – saving measures to stake holders.

**Industry Expertise:** Hospitality | Management Consulting | IT | Administration | Digital Marketing

**Areas of Strength:** Product/Service Development; Startup Expertise; Strategic Planning; Cost Control; Staffing/Team Development; Contract Negotiations; Entrepreneurship.

**Profile:** From Hospitality Exchange Student to Global Hospitality Leader.

My career in IT- Hospitality brought me to South Africa and spent more than a decade across the Africa continent working for several hotels and country clubs. My previous role was Managing Director focusing as Chief Controller of our business owned restaurant & boutique hotel in Mombasa the coast region of Kenya. I am friendly, team player and leader able to inspire other to perform their best.



## CAREER SNAPSHOT

**PANGLAO VISTA SUITES by  
SMS HOSPITALITY NETWORK  
FRONT OFFICE MANAGER  
APRIL 2025 UPTO PRESENT**

Directed and optimized all Front Office operations—including the Front Desk, Reservations, and Guest Services—to consistently deliver exceptional guest satisfaction and elevate operational efficiency. Spearheaded, mentored, and developed a high-performing team dedicated to seamless service delivery, rapid complaint resolution, and adherence to premium

brand standards. Maximized hotel profitability by strategically managing 224 room inventories, proactively contributing to revenue and budget forecasting, and expertly utilizing the PMS - Hotel Logix.

**THE DHOW HOUSE LTD.  
MANAGING DIRECTOR  
NOVEMBER 2018 TO  
DECEMBER 2023**

I was responsible for planning, directing, and coordinating all operational functions strategically to achieve missions and objectives of the company. I consistently monitored and optimized costs without sacrificing the high-quality standards of our brand. I recruited, hired, trained, & coached over 30 staff members (European, Asian, African) maintaining the customer service

skills. Our brand successfully catered and hosted numerous party events large & small, private & public, international delegates, diplomats, politicians, ambassadors. I trained, counselled, and motivated the local chefs.

**FIESTA SYSTEMS EA LTD.  
COUNTRY MANAGER  
NOVEMBER 2013 TO 2017**

I managed all aspects of the business, including forecasting, business development, capital generation, and offered financing plan to the stakeholders to acquire our property management system license and technical services for hotels, resort, lodges, golf real estates, and restaurants. I empowered the team

members to achieve a high level of support and service to the clients. I effectively updated, communicated, and presented the business activities to the board of directors across America, Philippines, India, and Dubai.

**MANAGEMENT MADE SIMPLE LTD.  
MANAGING DIRECTOR  
2011-2013**

Founded and grew the company from the ground up. I successfully generated 15 hotel clienteles within 2 years the company was formed, legalized, and incorporated in Kenya. I offered technical consultations, operational advice, strategies, and solutions for hospitality and retail

stakeholders. I helped develop the system to fit in East Africa Hospitality Industry requirements. I worked with talented local team members, coached them for efficient services, effective technical support, and created a solid base improving sales and marketing governed by successful implementation and thorough customer assistance.

**IFCA S'WARE SOUTH AFRICA  
PROJECT MANAGER  
2009-2010**

Provided technical support to existing clients, ensured that the purchased software system meets the clients' expectations according to their standard operating procedure. Effectively trained and taught the end-user to use the software. Monitoring the series of technical demands and

system updates to the team to complete the relevant issues operational and technical. I must ensure that we are applying the business policies while execute documentation as necessary within the business.

**FIESTA PACIFIC ASIA INC.  
TECHNICAL SUPPORT  
2005-2009**

Managed technical support, customer service, sales, and marketing. Responsible for hotel implementation and designed the acceptance testing procedures.

**PALM HOTELS  
DUTY MANAGER  
2004**

Oversee the 3 hotel properties' operations. Plan, direct, and supervise the team performance to achieve the optimum level of occupancy. Exercised administrative control with other personnel on matters pertaining to work performance, training, attendance, discipline, safety & enforcement of hotels' rules and regulations.

**HERALD SUITES  
FRONT OFFICE ASSOCIATE  
2003**

Handled my duties in day-to-day operations very well. Greeting, registering, and welcoming guests, verifying reservations, answering calls politely and directing as needed, scheduling meetings, and coordinating office activities. Acted as a concierge, assisted clients with airline and other mode of transportation's bookings. Night auditor, housekeeping coordinator, and managing the revenue report concisely.

**FRIDAYS RESORT BORACAY  
ART SHOP OFFICER  
2001-2003**

Represent different activities of the resort, knowledgeable of the island geography and activities. Promote, market, directed events to upsell all the local and international made artifacts. Weekly coordination with the General Manager to discuss directions on the pre-approved PR campaigns & strategies. Supervised artists and talents, Public Relation via Paper Ads, Radio Ads, and Television.

**GRAND BOULEVARD HOTEL  
LOUNGE RECEPTIONIST  
2001**

F&B Department. Greeter, assist guests with answers to queries, offer solutions to guest complaints, direct them to the tables, keep records, and delivering excellent customer service.

**STERLING TOBACCO CORP.  
RECEPTIONIST / TELEPHONE  
OPERATOR | 2000**

I operated the telephone switchboard, properly placing and receiving calls. Working knowledge of office terminology, company procedures, set up conference calls in different locations and time zones, continuously update company's directory, and performs other duties as assigned by my superior. I was promoted to HR Department in recruiting and in employees' compensation.

**PAN PACIFIC  
SINGAPORE & MALAYSIA  
PRACTICUM  
1999-2000**

I was assisted and exposed in proper hotel operations; I was given an opportunity to experience the hands-on day to day duties of the entire department from Front Office to Back of the House including cost control and butler service.

**EDUCATION:** Bachelor Science in Tourism Lyceum of the Philippines  
E-commerce Programming STI Philippines

**COURSERA ON-LINE CERTIFICATIONS (ON GOING):** Integrated Marketing Communications: Advertising, Public Relations, Brand & Product Management IE Business School Madrid, Spain; Google Data Analytics, Google Inc; Excel Skills for Business Specialization Macquarie University Sydney Australia