FREDERIC MAZZA

INNOVATIVE & EXPERIENCED HOSPITALITY EXECUTIVE

Strategic planning | Result oriented | Decision maker | Skilled communicator



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Hotel Clover Patong Phuket
Patong Beach, Kathu District,
83150 Phuket, Thailand

43 years old

SKILLS

KEY ACHIEVEMENTS

- Drove profitability and GOP growth through strategic cost control, revenue optimization, and data-led decision-making
- Boosted occupancy and ADR via dynamic pricing, effective segmentation, and agile market positioning
- Led successful pre-opening and rebranding projects, ensuring brand alignment and operational excellence
- Elevated guest satisfaction and online reputation through service culture transformation and team empowerment
- Built and mentored high-performing multicultural teams, enhancing leadership accountability and engagement
- Strengthened owner relations through transparent reporting and consistent budget overachievement

ABOUT ME

Highly influential and results-driven hospitality executive with a proven record of success in leading high-profile operations and driving innovation, growth, and change. Creative and strategically minded, with strong commercial acumen and a deep commitment to customer experience. Adept at inspiring teams, optimizing performance, and communicating effectively across all levels of the organization. A strategic thinker who thrives in fast-paced operations.

EXPERIENCES

GENERAL MANAGER

• Since Jul 2024

HOTEL CLOVER GROUP • PHUKET • THAILAND

213 keys | 4-star Lifestyle Hotel | Prime Beachfront Location | Patong Beach

Currently leading the full operational, financial, and commercial strategy of a high-performing lifestyle hotel in Phuket's most competitive market. Tasked with end-to-end property leadership, team engagement, and brand experience delivery.

· Spearheaded revenue growth through data-led pricing strategies, optimized segmentation, and agile channel management.

· Reinforced guest-centric service culture, resulting in improved satisfaction scores, strong online reputation, and top-tier TripAdvisor positioning.

· Launched tactical local and regional partnerships to mitigate seasonality and maximize occupancy.

· Empowered departmental leaders through active mentoring, performance coaching, and cross-functional alignment.

· Implemented high-impact RevMax strategies to enhance profitability while maintaining brand standards and team morale.

Positioned the hotel as a lifestyle leader in Patong by combining operational discipline with brand storytelling, design-led thinking, and bold guest engagement.

REGIONAL GENERAL MANAGER

• Mar 2024 - Jun 2024

DESTINATION GROUP • PHUKET • THAILAND

Radisson RED Phuket Patong Beach | Radisson Resort & Suites Phuket Kamala | Holiday Inn Resort Phuket Karon Beach | Holiday Inn Resort Phuket Surin Beach

www.destination-group.com

MANAGEMENT LEADERSHIP

- Recruiting, integration and development of new collaborators
- Motivation, management and evaluation of workers during shifts
- Full administrative and operational management
- Leading by example

CUSTOMER SERVICE

- Ensure customer satisfaction by exceeding all expectation
- Management and analysis of customer feedback
- Ensure the best quality of service is provided at all times
- Complaint management and customer reviews
- Optimisation of the "Customer Relationship Management"

MARKETING COMMUNICATION

- Analysis of competitive markets
- Commercial strategy to give a lift to sales
- Organisation of PR event to strive visibility
- Management of social media to push sales & special events
- Bold marketing action to create the visibility
- Being part of the community & the talk of the town

FINANCIAL AWARENESS

- Annual budget planning & forecasting
- Management of hotel cost to include payroll
- Weekly revenue meeting to analyse the market trends and maximise sales
- Analysis of profits & losses, financial analysis & reporting, sales reports & results

GENERAL MANAGER

- Jan 2024 - Jun 2024

DESTINATION GROUP • PHUKET • THAILAND

Radisson RED Phuket Patong Beach (pre-opening)

www.radissonredphuket.com

GENERAL MANAGER

- Jul 2022 - Dec 2023

RADISSON HOTEL GROUP • CASABLANCA • MOROCCO

The Radisson Blu Hotel Casablanca City Center 5-star is set among Art Deco buildings right in the middle of the iconic Mohammed V Boulevard. Designed by the well-known Chilean architect Jaime Beriestain, it has 120 sophisticated rooms, including 16 suites, ideal for business and leisure travelers. The hotel features an indoor pool, spa, fitness center, and more than 450 square meters of modern meeting spaces in a prime business location

· 4 F&B outlets: The Collection Brasserie, Yuzu Restaurant, Lobby Bar & Caprice Bar located on the rooftop

· Leading & managing a team of 10 Head of Department and the total of full time equivalent (FTE) is 93

· Key Figures: Occupancy: 87% (+22%) - Room Departmental Profit: 83% (+7%) - F&B Departmental Profit: 38% (+21%) - Gross Operating Profit: 41,8% (+9,4%) - EBDITA: 32.6% vs 24.9% budgeted - Payroll Cost: 21.0% vs 29.3% budgeted - Food Cost: 33% - Beverage Cost: 16%

· Responsible for inspiring my team members with our core beliefs, to create and deliver memorable moments to our guests and collaborators. To achieve the best outcome in terms of guest satisfaction, revenue and budget targets. To maintain the brand standards to the highest level. To animate the monthly owner meetings. To elaborate the annual budget plan and sales strategy. To guaranty the highest level of safety & security within the property

Radisson Blu Hotel Casablanca City Center
www.radissonhotels.com

MANAGING DIRECTOR

- May 2021 - Oct 2022

RADISSON HOTEL GROUP • NICE • FRANCE

Régence Plage by Radisson Blu
www.radissonhotels.com

EXECUTIVE ASSISTANT MANAGER

- May 2021 - Jul 2022

RADISSON HOTEL GROUP • NICE • FRANCE

Located on the iconic Promenade des Anglais, the hotel features 331 keys, 3 restaurants, 3 bars, popular rooftop to include swimming pool, bar, lounge & Calade restaurant. Rooftop DJ evenings up to 1500 guests. Private beach Regence Plage by Radisson Blu is just across facing the hotel with over 200 sunbeds, beach restaurant & lounge bar. Responsible for the hotel operations as a whole. Involved at all levels of the business. Leading the team by example

Radisson Blu Hotel Nice
www.radissonhotels.com

COMPUTER SKILLS

- Windows
- Mac OS
- Microsoft Office (Word, Excel, Power Point, Outlook)
- Opera | Micros
- PMI | ReviewPro
- SAP | EMMA
- Lighthouse | SiteMinder | STR

LANGUAGES

French
Native proficiency

English
Bilingual proficiency

Italian
Limited working proficiency

EDUCATION

2020 - HOTEL REVENUE MANAGEMENT
eCornell Online Learning University

2019 - HOSPITALITY MANAGEMENT
eCornell Online Learning University

2019 - LEADERSHIP ESSENTIALS
eCornell Online Learning University

From 1997 to 2002 - BTS HÔTELLERIE RESTAURATION
Technical School Hotel Trade & Tourism Paul Augier Nice
BTS Hôtellerie restauration option A mercatique et gestion hôtelière

EXECUTIVE ASSISTANT MANAGER • Dec 2019 - Nov 2020

RADISSON HOTEL GROUP • DAKAR • SENEGAL

The Radisson Blu Hotel Dakar Sea Plaza is located in the chic Fann Corniche district. The 241 fully-equipped rooms and suites of this elegant hotel feature a contemporary design

· Management team of 140 collaborators. 6 catering outlets (4 restaurants and 3 bars). Buddha Bar franchise. High Conference & Banqueting capacity

· Full development of the catering department, sales and marketing strategy, cost control, preparation of annual budget and sales forecasts, operational, financial and administrative responsibility, recruitment and continuous training of the team, animation of weekly briefings and service meetings

· Member of the executive team

Radisson Blu Hotel Dakar Sea Plaza
www.radissonhotels.com

DIRECTOR OF FOOD & BEVERAGE • Jun 2019 - Nov 2019

MARRIOTT INTERNATIONAL • DEVA • NEW CALEDONIA

Sheraton Brand | Franchise Property | 176 keys | 4 F&B outlets | Golf & Spa | Resort

· Contracted as consultant to develop the basic food & beverage standard of service, review and advise on menu content and design, food & beverage, sales & marketing strategies, social media visibility, wine & spirits skills, basic English hospitality course

Sheraton New Caledonia Deva Spa & Golf Resort
www.marriott.com

DIRECTOR OF FOOD & BEVERAGE • Oct 2016 - Apr 2019

HILTON HOTELS & RESORTS • MOOREA • FRENCH POLYNESIA

Between Tahiti and Bora Bora, the Hilton Moorea Lagoon Resort & Spa 5-star is ideally located. The property has over 100 overwater & garden bungalows with private pool. Three restaurants and three bars, room service & minibar, pool & beach service, conference & banqueting facility, Moorea Lagoon Spa, fitness center, luxury boutiques, Polynesian dance & fire show, concierge & activity desk

· Responsible for overseeing all food & beverage outlets including kitchen operations, pool & beach operations, entertainment program, and live concerts

· Financially involved to deliver consistent growing trends and meet all forecast and budget targets

· Managing and developing a team of 90 people to achieve the best outcome at all levels at all times

· Member of the executive team

Hilton Moorea Lagoon Resort & Spa
www.hiltonhotels.com

INTERESTS

MY KEY WORDS

General Manager, Hotel Operations, P&L Responsibility, Budgeting, Revenue Management, Owner Relations, Pre-opening, Leadership, Luxury & Lifestyle Brands, Guest Experience, Profitability, Team Development, Strategic Planning, Sales & Marketing

WHAT I LIKE

Self-development, Swimming, Hiking, Skydiving, Cooking, Traveling

VISITED COUNTRIES

Australia, Channel Islands, France, French Polynesia, Germany, Ireland, Italy, Malaysia, Maldives, Monaco, Morocco, Netherland, New Caledonia, Senegal, Spain, Switzerland, Thailand, Tunisia, United Kingdom, United States

HOTEL NIGHT MANAGER

• Oct 2015 - Sept 2016

IHG HOTELS & RESORTS • CANNES • FRANCE

124 rooms & suites | Restaurant & Wine Bar | Bay Star Café | Restaurant, Bar & Private Beach | Bay Star Beach | Bar Le Sloop | 24 hours Room Service | Minibar | Conference & Banqueting facilities | Fitness Centre | Located on the French Riviera between Cannes & Monte-Carlo

• Responsible for overseeing the night operations and the security procedures of the property. Responsible for the well being and security of our guests, customers and staffs over night. Analyses of daily sales by revenue centre against budget. Management of cashiering operation overnight to includes all F&B outlets. Responsible for overseeing all VIP's late arrivals and early departures

www.ihg.com

EARLIER LEADERSHIP EXPERIENCE

• Jan 2005 - Jun 2015

LUXURY & LIFESTYLE BRANDS • EUROPE

Held progressive leadership roles across Europe with internationally recognized hospitality brands including Radisson Hotel Group, Boscolo Collection Hotels, The Club Hotel & Spa Jersey, Bespoke Hotels, The Union Jack Club, and The Grand Hotel du Lac. Experience spans France, the United Kingdom, Channel Islands, and Switzerland

• Demonstrated expertise in F&B management, pre-opening and rebranding projects, and operational leadership across luxury and lifestyle environments

• Elevated service standards, guest experience, and profitability through hands-on leadership and team development

• Proven ability to adapt and deliver results across diverse ownership models, from international chains to privately managed properties

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