

## **KASHMIE ALI**

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Kashmie Ali is an accomplished and business savvy Hotel and Resort Management Executive Professional with proven 28-years success in operations management in the Caribbean and USA. He has demonstrated expertise in cultivating key relationships with all levels of professionals including government, travel, trade, employees, and local businesses. Ali has the exceptional ability to analyze business objectives and implement strategic solutions resulting in significant increases of revenue and brand value.

*Pre-Openings | Sales & Marketing | Quality Assurances | Capital Improvements | Budgeting & Finance | Food & Beverage | Negotiations & Closings | Team Building | Human Resources | Structural Management | Operations*

### **CAREER ACCOMPLISHMENTS**

#### [Abaco Beach Resort and Boat Harbour Marina](#)

- Developed and implemented a strategic marketing plan which resulted in a 22% revenue increase in a two-year period.
- Worked with ownership to bring high-end events to the property including a television series, international golf tournament, and more.
- Repositioned hotel and marina which resulted in a greater market share.

#### [Shamin Hotels – Hilton Hotels](#)

- Worked with Hilton Hotels and hotel owners / management company Shamin Hotels to improve brand standards, operations, and revenues.
- Increased RevPar year-over-year by 22% for Q1 2016.
- Worked with 2 Hilton Garden Inns' hotel management and sales & marketing teams to streamline operations and improve Hilton benchmark performance.
- Advised ownership on acquisition of new Hilton brand properties.

#### [The Landings Resort and Spa – A Preferred Hotels Resort](#)

- Increased total revenues by 2.9 million dollars YoY
- Increased net income by 82% compared to previous year.
- Deployed a new sales and marketing strategy that included a new website, digital marketing, sales team deployment, and yield management programs.
- Opened two new restaurants and bars, restructured food & beverage, which resulted in increased revenues by 19% compared to previous year.
- Increased ADR by \$175 compared to previous year.

- Worked with management and staff to increase the resort position within its competitive set from 4 stars to 5 stars with most of the wholesalers, OTAs, and partners doing business with the resort at the time.

#### Wyndham Worldwide – Wyndham / Sugar Bay Resort and Spa

- Managed the transition, renovations, and re-branding of the resort from a Wyndham brand to an independent niche brand.
- Successfully developed and implemented a business plan to bring this resort to 123% index of its market share share in the US Virgin Islands competitive set.
- Increased total revenues from 21 to 24 million dollars in 2 years.
- Developed new relationships with tour operators, wholesalers, and OTAs to reposition the resort and enhance total revenues and performance.
- Maintain positive balance sheets and P&L performances during tenure ship.

#### Jade Mountain & Anse Chastanet Resorts

- Led pre-opening initiatives for Jade Mountain resort and re-launched Anse Chastanet resort for cohesiveness with the opening of Jade Mountain.
- Maintained and inducted Anse Chastanet (49 luxury villas) and Jade Mountain (28 luxury suites) Resorts in the top 5 resorts in the Caribbean according to travel, trade, and press agencies.
- Managed the pre-opening for Jade Mountain Resort and the implementation of its unique three-walled luxury sanctuary concept.
- Maintained an 85% plus occupancy rate at both Anse Chastanet and Jade Mountain resorts during last 30 months at the helm.

#### Sandals and Beaches Resorts

- Acted on behalf of Sandals in the purchase and acquirement of property from Hyatt and lead a multi million-dollar initiative program involving renovations and pre-opening activities.
- Responsible for the overall operations of 4 AAA 4 Diamond Resorts (1100 rooms) including 24 themed restaurants on 3 islands located in the Eastern Caribbean, 2000 employees, and revenues averaging 155 million USD per annum.
- Earned several awards for environmental service awareness and protection, energy conservation, irrigation systems, community development, and training courses.
- Spearheaded development and implementation of training programs for management, including incorporation of modern and relative management principles.
- Cultivated overall brand awareness through environmental protection by establishing energy efficient processes.
- Participates in sales, marketing, and business meetings throughout the Caribbean, United Kingdom, and United States.

## Shamin Hotels

- Developed strategic business operations plans, increasing efficiency and quality while coordinating changes with upper level executives.
- Analyzed and implemented aggressive solution programs, significantly improving corporate identity, quality assurance, strategic planning, sales & marketing planning, and audit policies.
- Developed comprehensive employee policy and procedures manual, training programs, community relations programs, and team member relationship programs.

## **PROFESSIONAL EXPERIENCE**

### Sailrock Resort: Turks & Caicos

*Managing Director: July 2018 - Present*

- Responsible for the day-to-day management of a 700 acre luxury mix-use facility which includes resort suites, villas, and villa residences.
- Responsible for all sales and marketing initiatives and results for Sailrock Resort.
- Work directly with corporate offices to manage owner relationships while working alongside the Sailrock Living sales team to assist in driving sales.
- Work with owners to design and implement Sailrock Resort and Sailrock Living reputation management strategies as well as designing and implementing new resort experiences and facilities.

### Abaco Beach Resort and Boat Harbour Marina: Abaco, Bahamas

*Managing Director: March 2016 – July 2018*

- Responsible for the day-to-day management of the 40 acre, 198 marina slip, 8 residences, and 89 rooms & villas beach-front property.
- Responsible for the Director of Sales & Marketing's day-to-day management and results.
- Worked with owners to improve on resort management and operations and procedures and systems with a focus on rebranding the property to improve net ROI.
- Reposition resort via strategic marketing plan.
- Reposition resort overall services and operations to improve NOI.

### Shamin Hotels: Virginia, DC, and Baltimore

*Regional Manager: November 2015 – April 2016*

- Responsible for the day-to-day management of 3 Hilton branded hotels.
- Worked with managers to exceed brand standards.
- Worked with managers to maintain budgetary and financial guidelines and procedures.
- Liaised with ownership as an advisor.

[The Landings Resort and Spa – A Preferred Hotels Resort: Saint Lucia](#)

*Managing Director: July 2014 – August 2015*

- Responsible for the day-to-day management of the 87 villa resort, 59 residences, marina, and 17-acre beach-front property.
- Responsible for the Director of Sales and Marketing day-to-day management and results.
- Worked with owners and owners' representatives to improve on resort management and operations procedures and systems, yield better net profits, branding, reputation management, capital improvement plan, improvement on brand position, ranking, and reputation within competitive set.

[Wyndham Worldwide – Wyndham / Sugar Bay Resort and Spa: St. Thomas, USVI](#)

*Managing Director: October 2009 – July 2014*

- Responsible for the day-to-day management and operations of the 34 acre self-contained resort.
- Advised ownership on the strategic development of its business plan, marketing initiatives, human resources, and capital improvements.
- 100% responsible for the resort's financial performance including the P&L and balance sheet.
- Directed the sales and marketing team and their plan in order to maintain 24 million dollars in revenue streams.
- Oversaw the resort's transition to a successful performer in just over 2 years.
- Maintained key relationships with business communities, government agencies, and the 350 employee staff body made up of 14 different nationalities.
- Closely worked with government and federal agencies to ensure strict management and compliance for the resort's on-property self-contained Total Energy Plant (water, power, sewer).

[Jade Mountain & Anse Chastanet Resorts: St. Lucia](#)

*Director of Operations: December 2005 – September 2009*

- Oversaw Anse Chastanet Resort and its 49 luxury villas and Jade Mountain Resort with its 28 luxury suites at an ADR of \$1,900.00
- Responsible for all day-to-day operations of these very diverse luxury resorts located on 600 acres including dive operations, adventure sport, historic plantation, and the Anse Chastanet Luxury Villa Development Company.
- 100% responsible for the financial and service level performance of these two luxury resorts and related companies.
- Managed the on-property and overseas relationships with Jade Mountain and Anse Chastanet's public relations firms, travel and trade organizations, and press and travel agent programs.
- Maintained key relationships with business communities and government agencies.
- Advised owners on strategic planning and their implementation issues in order to maintain a competitive edge and niche brand awareness.

[Sandals](#) and [Beaches](#) Resorts: *St. Lucia, Antigua, and Barbados Regional Director of Operations: May 2001 – November 2005*

- Was involved with all aspects of Sandals Resorts in St. Lucia, Antigua and Barbados.
- Developed key relationships with business communities and government agencies promoting Sandals brand awareness.
- Analyzed Sandals reports and maintaining Sandals regional headquarters in the Eastern Caribbean.
- Collaborated with resort General Managers within Sandals' offices in Jamaica and marketing offices in the United States and United Kingdom.
- Handled numerous human resource functions including all staff management such as hiring, training, and termination when required.
- Managed internal and external cost including maintenance of budgeted costs and development of purchasing programs.
- Implemented safety and security procedures throughout resorts.

[Shamin Hotels](#): Richmond Virginia  
*Vice President of Operations: May 1998 – April 2001*

- Oversaw all operations and management of 11 franchised hotels.
- Ensured successful franchise relations with Hilton, Holiday Inn, and Choice Hotels.
- Provided communications and advice to management on various issues including revenue, budgeting, and human resources.
- Charged with monitoring hotel finances, including budget approval and internal audit guidelines.
- Coordinated with hotel franchise representatives, including hotel inspections and franchise and asset management programs.
- Completed development of individual and team agendas, improving operational efficiencies, handled hiring, training, and termination of senior management.

American General Hospitality Inc: USA  
*General Manager: August 1992 – April 1998*

- Oversaw all aspects of various hotels including Hampton Inn, Holiday Inn, and Howard Johnson Plaza Hotels, located in the states of Florida, Ohio, Connecticut, Tennessee, and Virginia.

## **POSITIONS HELD**

- Board of Directors – USVI Hotel Association
- Board of Directors – St. Lucia Hotel and Tourism Association
- Trustee – The American Academy of Hospitality Sciences

## **EDUCATION**

Wharton: Online

Professional Certification in Digital Marketing – 2017

Harvard: Online

Professional Certification in Contract Law – 2016

George Washington University: District of Columbia

Professional Certification in Hospitality and Destination Management – 2005

American Hotel & Lodging Educational Institute: Orlando,  
Florida Certified Hotel Administrator (CHA) – 2000 to Present

MeriStar / American General Hospitality

General Manager & Certified Trainer – 1995, 1997, 2001

Hilton / Promus

General Manager, Sales, & Marketing – 1995, 2001

Holiday Inn Worldwide

Management & Marketing – 1994, 2001

Choice Hotels

General Manager, Sales & Marketing – 1998, 2000