

Nayef Ghouth, M. S.

Director | Palace/ Hotels GM | Property / Asset operation | Facility Management

Career Objective:

Aspiring to make significant professional strides that reflect my diverse experience as a Managing Director for an Exhibition and Event Facility, Hospitality Consultant and General Manager of Community Relations, coupled with my extensive background in Property/ Asset Facility Management from Hotels to Royal Places, and Exhibition / Malls. I can leverage my consultancy and managerial skills to enhance customer experiences and achieve organizational goals. By applying innovative property management strategies and utilizing my relationship-building skills, I aim to attain excellence and sustainable growth. Committed to continuous development, I strive to push the boundaries of high performance, contributing to the enduring success and excellence of the organization."

PROFESSIONAL EXPERIENCE

- ❖ **Hospitality Consultant | iHospitality Arabia Company | March 2025 – Present.**
 - Optimized supply chain processes through Lean management principles, reducing operational costs by 18% while maintaining service quality standards.
 - Developed digital marketing strategies, including SEO and social media campaigns, increasing online bookings by 40% for boutique hotel clients and Asset Companies.
 - Conducted financial audits and pricing strategy overhauls, resulting in a 20% increase in profit margins for mid-scale restaurant chains.
 - Collaborated with stakeholders to launch sustainability initiatives, reducing energy consumption by 30% and waste by 50% through eco-friendly practices.
 - Utilized PMS and CRM tools to streamline guest experiences, enhancing repeat customer rates by 22% through personalized engagement strategies.-
 - Providing upper scale Concierge services to high-end clients in our network through my team.
- ❖ **Managing Director | Mayadeen Exhibition and Event Facility Management Company | Feb 2024 – Feb 2025.**
 - I spearheaded the strategic leadership and operational excellence of Mayadeen Exhibition and Event Facility Management Company, a leading exhibition and event facility management company. Leveraging my 25 years of experience in the Hospitality industry, I fostered a thriving business environment that delivered exceptional client experiences, maximized facility utilization, and achieved consistent revenue growth.
 - Providing airlines ticketing, airport pick up and drop, Hotel booking, escort services for our VIP clients through my team and managing the operation.
- ❖ **Hospitality Consultant | iHospitality Arabia Company | Aug 2023 – Jan 2024.**
 - Provide strategic advice to clients in the hospitality sector, offering insights to optimize operations, enhance guest experiences, and drive overall business performance.
 - Conduct thorough market analyses to identify trends, opportunities, and potential challenges within the regional hospitality landscape.
 - Collaborate with clients to identify areas for operational improvement, implementing tailored solutions to enhance efficiency, reduce costs, and maximize profitability.
 - Design and implement training programs for hospitality staff, focusing on elevating service standards, improving customer satisfaction, and fostering a culture of continuous improvement.
 - Establish and nurture strategic partnerships with industry stakeholders to foster collaboration, stay abreast of industry trends, and create new business opportunities.
- ❖ **Senior Director, Community Relations | ROSHN | Riyadh | Aug 2022 – Aug**



+966581116700



naiefghouth@yahoo.com



Riyadh | Saudi Arabia.

EDUCATION

- **Doctor's Degree, Hospitality Administration/Management | Helwan University Cairo | September 2026.**
- **Diploma Degree, Peace Studies and Conflict Resolution | Nova Southeastern University | Apr 2012.**
- **Master of Science - MS, Hospitality Administration/Management | Florida International University | Dec 2008.**
- **Diploma, English as a Second or Foreign Language/ESL Language | ELS Center at Philadelphia | USA | May 2006.**
- **Bachelor of Science - BS, Hospitality and Tourism Management | Al Faisal University | Aug 2004.**

AWARDS AND HONORS

- Best Front-Line Manager.
- Best Royal Palace Management

CERTIFICATION

- First Aid Training.
- Cybersecurity at Work.
- Catch Me at My Best.
- My Way.
- Leadership Development Program.

2023.

- Led strategic engagement initiatives to navigate the intricate community landscape.
 - Established robust relationships with key stakeholders, including local government agencies, business owners, and residents.
 - Orchestrated community-wide events to facilitate connections among residents.
 - Negotiated favourable deals for residents, enhancing their living experience.
 - Elevated overall community experience, resulting in increased satisfaction rates and a stronger sense of belonging.
- ❖ **Federation Training Advisor | League of Arab States - Council of Economic Unity - Arab Federation of Tour Guides | Sep 2021 – Present.**
- Conceived and executed comprehensive, industry-aligned training curricula.
 - Empowered tour guides with the requisite knowledge and skills to deliver exceptional experiences across the Arab region.
 - Mentored and cultivated a team of instructors to ensure the highest teaching quality and consistency standards.
 - Monitored the effectiveness of training programs, meticulously assessing outcomes.
 - Identified opportunities for enhancement and adjusted strategies to maximize tour guide competencies, fostering positive outcomes for the industry.
- ❖ **Palace General Manager | Royal Private Affairs | Jul 2015 - Aug 2022.**
- Orchestrated and streamlined daily operations, strategically deploying resources and fostering a culture of excellence within the palace.
 - Significantly increased operational efficiency and staff productivity through effective management strategies.
 - Monitored and directed facility management companies, meticulously assessing their Key Performance Indicators (KPIs) and ensuring adherence to the highest standards.
 - Actively participated in project teams, contributing to the development of operational design and requirements.
 - Played a pivotal role in successfully implementing high-priority projects, consistently meeting project milestones.
- ❖ **Secretary-General | University of Prince Mugrin | Jun 2014 - Jun 2015.**
- Collaborated with EHL to design and implement a cutting-edge Hospitality School curriculum, seamlessly blending global best practices with local cultural nuances.
 - Successfully launched the school, attracting top talent from the region and enhancing the institution's overall reputation.
 - Forged robust relationships with academic institutions, industry partners, and government agencies.
- ❖ **Night Manager | HILTON | Jan 2007 - Dec 2008.**
- Supervise and manage all overnight operations at Hilton Miami to ensure smooth and efficient functioning during non-traditional hours.
 - Provide exceptional guest services during the night shift, addressing inquiries, concerns, and requests promptly and professionally.
 - Facilitate seamless check-in and check-out processes for late-night arrivals and early departures, ensuring a positive guest experience.
- ❖ **General Manager | National Company for Tourism | Mar 2002 – Sep 2005.**
- Formulated and executed comprehensive business growth strategies to position the National Company for Tourism as a leading entity in the Saudi Arabian tourism and hospitality sector.
 - Spearheaded targeted marketing and promotional campaigns to increase awareness of tourism services offered by the company, driving customer engagement and interest.
 - Directed initiatives to enhance guest experiences, ensuring the delivery of exceptional service and satisfaction, resulting in increased customer loyalty and positive reviews.

SKILLS

- Strategic Planning
- Cross-functional Leadership
- Budgeting & Financial Management
- Operations Management
- Project Coordination
- Customer Satisfaction
- Hospitality Expertise
- Team Building
- Sales & Revenue Growth
- Facility Management
- Staff Recruitment
- Market Expansion
- Stakeholder Engagement
- Resource Allocation
- Process Improvement

LANGUAGES

- Arabic: Native.
- English: Fluent.

❖ **Room Division Manager | Rosewood Hotels & Resorts | Mar 1997 - Mar 2002.**

- Maintained and upheld exceptionally high service standards within the room division, ensuring a consistent and unparalleled luxury experience for guests.
- Streamlined room division operations to enhance overall efficiency, optimizing processes related to reservations, housekeeping, and guest services.
- Provided effective leadership to the room division team, fostering a culture of excellence and continuous improvement.

❖ **Resort Manager | National Company for Tourism | Mar 1995 - Mar 1997.**

- Led the optimization of day-to-day resort operations, ensuring seamless functionality and adherence to high-quality standards.
- Prioritized and implemented initiatives aimed at enhancing guest satisfaction through personalized services, amenities, and attention to detail.
- Provided effective leadership to the resort team, fostering a positive and collaborative work environment conducive to delivering exceptional guest experiences.