

HELMUT RUECKERT

1 Winslow Ave.
Rochester, NY, 14620
Cell: (585) 978-0635
HRUECKERT2011@GMAIL.COM

PROFILE

- Expert in the select-service, upscale full-service and luxury hotel and restaurant segments in the United States, the Caribbean and Europe.
- 20 years of progressive leadership, management, and interaction with boards
- Proven financial aptitude, revenue generation, monitoring cost performance metrics
- Well-organized, analytical, and methodical thinker, practicing servant leadership
- 8 years of Club experience overseeing two private clubs in Florida

PROFESSIONAL EXPERIENCE

Hostelling International USA – Washington, DC **1/2014 to present**
Chief Strategy Officer / SVP of Operations and Programs

In 2014, HI USA completed the unification of 26 local councils into one national nonprofit organization. Under my leadership, HI USA is now the leading accommodations provider for millennial travelers with over 1.2 million overnights in the United States and is ranked the number one hostel network in the world. Responsibilities include the setup of the new operating structure and establishing the brand presence in the various markets. An expansive catalogue of guest activities and programs was developed and implemented. As a non-profit organization the staff reported to a national board with quarterly reporting and update requirements.

PM Hotel Group, Washington, DC **1/2012 to 12/2013**
EVP Hotel Operations

Overseeing 23 branded hotels, with 1500 associates and \$250 + Mil. in revenues. Established regional structure, introduced Avendra Purchasing and developed third party management reporting to owners on a weekly and monthly basis. Conducted asset management meetings and site visits with capital partners to develop and implement capital improvement budgets in all properties. Actively involved in brand relations and customer relationships through analytics, performance metrics and training. Several restaurant concepts were developed for new and repositioned properties, working closely with the Food and Beverage teams at the properties

Seagate Hospitality Group, Delray Beach, FL **8/2008 to 10/1//2011**
President

Created a luxury hotel management company based in Delray Beach with a Florida developer and private investment group. Successfully opened the luxury Seagate Hotel and Spa in November 2009 and the private Seagate Beach Club in November 2008 with non-equity 500 members. Actively pursued third party management contracts and consulting engagements for financial institutions and other property owners. Consulted for the board of the Surf Club in Bal Harbor, Florida. Developed websites, marketing strategies, public relations, and brand positioning for the company.

Crescent Hotels & Resorts, Fairfax, VA

7/2004 to 7/2008

Executive Vice President/Senior VP Operations

Responsible for all aspects of operations for this growth-oriented hospitality management company, including building the corporate structure, concept planning, property brand repositioning, renovations, and third-party service provider relations. Instrumental in growing the company portfolio and infrastructure from four properties in 2004 to more than 60 in 2008. Crescent is now one of the largest management companies in the USA, managing hotels and restaurants for various owners and brands

Hudson Hotels, Rochester, NY

6/1998 to 6/2004

Vice President of Operations and Food & Beverage

Hudson Hotels was a publicly traded hotel company, operating 46 full and select service and upscale, independent boutique hotels throughout the USA. Hampton Inn and Fairfield properties.

- Supervised three area managers, hotel general managers and F&B managers
- Established operating budgets and annual capital plans for the portfolio
- Developed menus and wine lists for the various restaurant and banquet outlets

Hyatt Hotels and Resorts, Chicago, IL

1/1986 to 6/1998

Held **F&B Director and Director of Operations** positions at various Hyatt Hotels and Resorts in the United States and Grand Cayman, including properties in the New York area, Atlanta, and Chicago.

- The Hyatt Regency Rochester was a top-5 performer in the customer satisfaction rankings and in the associate satisfaction surveys.
- At the Hyatt Regency Suites Chicago, ran one of the most successful restaurants and bars in the city and the Hyatt system.
- Opening management at the luxury Hyatt Regency Grand Cayman Hotel & Resort

Various Upscale and Luxury Hotels in Germany

prior to 1986

In the years following my apprenticeship as a chef, held various positions in Hotel Management including Catering, Sales and Marketing and F&B operations.

Assisted the managing director with the total renovation and re-introduction of a 5-star, 5-diamond luxury ski resort.

EDUCATION

Berufsfachschule Bad Kissingen, Germany

1976 to 1979

Culinary School for the Hospitality Industry

Apprenticeship / Certified Chef

Fachoberschule Markttheidenfeld, Germany

1974 to 1976

Major in Business and Accounting

Fachhochschulreife