



Glover Sey Associates
Hospitality Consultants

where hands on experience
meets recruitment expertise

Introduction

GSA - where hands on experience meets recruitment expertise

GSA is one of Asia's market leaders in recruitment for the hotel, leisure and catering industries. Combining an attitude of friendliness with scrupulous confidentiality and an extensive database, GSA has carved itself a reputation for professionalism.

Each specialist consultant within the company has practical experience in their specific division as well as many years of recruitment experience, making GSA a company where hands on experience meets recruitment expertise.

GSA staff prioritise getting to know each party personally in order to make the best placement possible, bridging the gap between client and candidate smoothly, and resulting in quality people and companies being brought together successfully.

With our knowledge of each company, its key executives and philosophies in conjunction with the constantly growing crop of global talent, we have a unique overview of the industry as a whole. We nurture long-term relationships with our clients and candidates, establishing a strong element of trust, putting us in a prime position for a successful and intelligent recruitment solution.

GSA targets all possible divisions within the hospitality industry, including: senior management and executives, chefs, food and beverage, sales and marketing, rooms division, technical and finance, human resources, spa, sports and recreation, and individual consultancies.

We recruit across the board, from hotels, restaurants and catering, to resorts, golf clubs and spas, airlines, private clubs, companies and organisations.

Based in Hong Kong we are ideally placed for Asia, and maintain strong connections with the rest of the world through our independent associated consultants in South Africa, Australia, Dubai and the UK.



Introduction
Executive
Culinary
Food and Beverage
Sales & Marketing
Rooms
Technical and Finance
Human Resources
Spa and Sports
Spa Consultancy
Consultants
Costs and Guarantees



Executive

we aim to help local companies
break on to the international scene

Recruiting the crème de la crème for the top hospitality companies in the world is no easy task. The right property with the best management is going to be a combination that will shape the industry, implementing new strategies and pushing the frontiers of today into a future we can only guess at. It's a job which requires a high level of trust on all sides.

Jonathan Glover and Vicki Connon Sey are GSA's consultanting team for recruiting senior executives for the hospitality industry. The team has spent years in this industry initiating and nurturing contacts and forming relationships, which more than a decade later have matured and strengthened. When it comes to working with their clients they know exactly what they want and more importantly what they need.

GSA specialises in helping smaller companies grow by attracting the high flyers that can help them break into the international market place. Likewise, they also assist large organisations penetrate local markets.

GSA has placed executives from resident managers and general managers, right up to area directors, CEOs and presidents.

We've worked with numerous independent properties as well as international chains, and also real estate owners including organizations such as Sino Hotels, Sun Hung Kai, Mulia Land, Banyan Tree, Jin Jiang and Six Senses.



General manager
Resident manager
Chief executive
officer Chief financial
officer Owners
representative
Executive
assistant manager
Director of operations
Regional manager
Resort chief
Club manager
Golf club manager

Culinary

sourcing the best established talent and up-and-coming stars

GSA has a dedicated chefs division geared to sourcing the best talent from the growing pool of globally established chefs, as well as the up-and-coming stars of the industry.

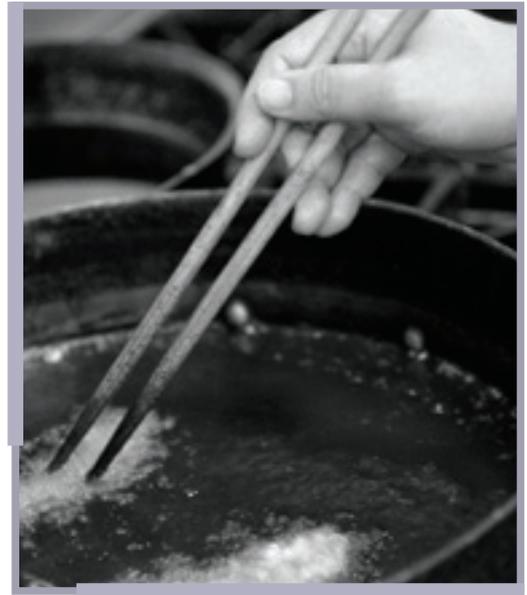
Jonathan Glover, chef-trained, and with previous experience as a catering manager, restaurant owner and hotel management lecturer, is the specialist consultant for the chefs division. With an in-depth personal knowledge of what it takes to be a successful chef, and what is required for various related jobs, he intuitively knows whom to place where.

Andy Yu specialises in the Asian chefs division, strengthening GSA's global connections and giving GSA a truly multicultural outlook. As a result, several big names in the Asian scene have been recruited across the world, with Chinese chefs heading up London venues and Japanese chefs leading teams in Dubai.

"There are some great chefs coming out of Asia at the moment," Jonathan explains. "With their flair for creating a fusion between western and Asian cuisine it's no wonder they have broken into the international market so successfully."

GSA has placed chefs in all levels of the catering industry, from catering operations, and restaurant groups to international hotels and independent fine dining establishments.

Between them, Jonathan and Andy have proved to be industry leaders in recruiting high profile chefs, with hotels such as Regent, Six Continents, Starwood, Hilton, Kempinski, and Meridien on their client list as well as the infamous Nobu, Tetsuya's, Morton's of Chicago and Elite Concepts.



Executive chef
Michelin chef
Corporate chef
Cantonese chef
Sushi chef
French chef
Korean chef
Asian chef
Thai chef
Vietnamese chef
Chinese chef
Italian chef
Fusion chef
Japanese chef
Chef de cuisine
Sous chef
Pastry chef
Spa cuisine

Food and Beverage

Asia definitely has the best food and beverage people

The Food and Beverage division at GSA is committed to sourcing the best of the best across the range of the sector's jobs and to catering for every category of client.

Food and beverage specialists' responsibilities potentially include overseeing numerous restaurant outlets, the kitchens and room service, so it is of utmost importance that the candidate has the right personality for the job.

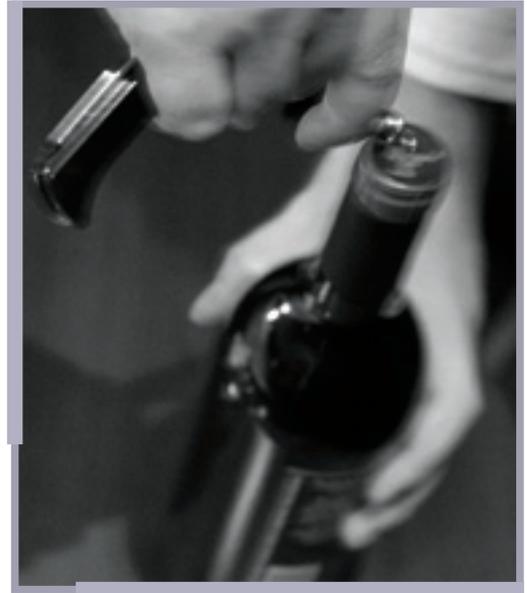
"Asia definitely has the best food and beverage people," says GSA specialist consultant Stuart Harris. "They have an amazingly diverse range of experience because of the eclectic mix of Asian, western and modern concepts here".

Previously employed within the UK hotel industry and the restaurant and hospitality industries in Hong Kong, Stuart brings international experience to the company with first hand knowledge in a number of fields.

GSA places candidates into city hotels, hotel resorts, independent restaurants, fine dining and catering companies.

We are proud to have been instrumental in the placing of specialists in some of the world's most prestigious venues such as Three on the Bund, The Rosewood Group, Starwood Hotels, The Royal Garden Hotel, 6 C Hotels, Jean George Concepts, Nobu, Morton's of Chicago and the Hilton Group.

Furthermore, within our Asian Operations Division, GSA uses local contacts and knowledge to recruit specialist food and beverage management for Asian and oriental outlet concepts, resulting in a truly authentic product.



F&B manager Catering
manager Fine dining
restaurant EAM Wine
consultant Maitre d' F&B
Manager Asian
restaurant Specialist
Sommelier Restaurants
director F&B director
Night club manager
Restaurant consultant
Beverage manager
Banquet manager
Assistant Japanese
restaurant manager
Bar manager Executive
assistant manager F&B
operations manager



Sales & Marketing

the right people make a drastic difference to a hotel's bottom line

Jonathan Glover is the specialist consultant for sales and marketing at GSA. He explains, "In my opinion sales and marketing is perhaps one of the most important roles within the industry as a whole."

When searching for potential candidates he is looking for an aggressive outlook, regional awareness of the market place, forward thinking and a creative approach to the job at hand. The right person also needs to be able to build strong relationships within the industry and be able to offer great value to existing and potential clients.

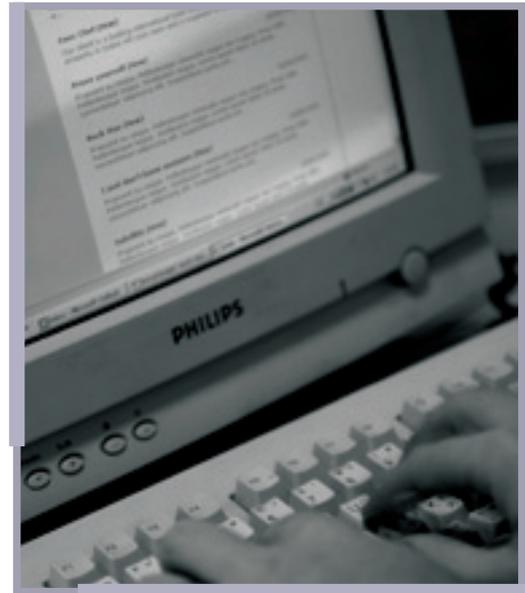
"It really is a difficult job," he says. "There are very few people who can do it well and the key point is that they can make a drastic difference to a company's bottom line."

More than any other segment of the industry, Jonathan has recruited sales and marketing professionals for various organisations, and he works hard to keep up to date with the movers and shakers in the field. "It's all about keeping abreast of which properties within their market segments are doing consistently well."

With this market intelligence and with excellent contacts worldwide, GSA's sales and marketing division can identify the best people and attract them to their clients.

As a result, GSA has recruited sales and marketing personnel for city hotels, corporate offices, resorts, restaurant groups, international chains, and independents – in fact, across the board.

Specific companies include Mutiara, Mulia, Hilton, Six Continents, Accor, Morton's of Chicago, CDL, Leela Kempinski, Movenpick, Starwood, and Meridien.



Director of marketing
Director of sales
Revenue manager
MICE manager
Director of catering
Japanese sales manager
Travel trade specialist
Regional sales manager
Business development manager
Assistant director of sales
Event manager
Corporate sales
Reservations manager

Rooms

hospitality jobs are a vocation,
not just a profession

From executive housekeepers to receptionists and concierges, reservations managers and of course, rooms division managers, Vicki Cannon Sey leads the recruitment of front office and behind the scenes personnel.

"With front office it's a personality thing," she says. "Most people in this industry see their jobs as a vocation rather than just a profession. They choose hospitality because they are people people and it is important to focus on candidates for rooms division who have this kind of personality."

She also looks for people with creative flair as well as a reputation for exacting the highest standards from their staff.

"Housekeepers for example may be involved in decorations and refurbishments of their hotel or resort, so a creative eye is important. They also have to be able to crack the whip as they will ultimately be held responsible for keeping up the appearance, and therefore reputation, of a five star establishment."

To this end a thorough and personal knowledge of each candidate is highly important, and one of the main principles here at GSA. Only after getting to know each potential candidate, and what makes them tick, will they be put forward to the relevant clients, working towards the most successful placement possible every time.

GSA has worked with internationals, independent hotels and resorts including Banyan Tree, Meridien, Hilton, Six Continents, Sun International, Shun Tak and Mutiara.



Director of rooms
Rooms division
manager Housekeeping
consultant Yield
manager MIS manager
Revenue manager
Executive housekeeper
Reservations
manager EAM rooms
Front office manager
Guest relations
manager Japanese guest
relations manager
Desk manager

Technical and Finance

the brains and brawn
of the industry

Vicki Connon Sey heads up the technical and finance division for GSA. With research experience in banking and general industry, where learning the nuts and bolts of an industry at the moment's notice was essential, she is uniquely positioned to search out the best candidates for the all-important jobs for back of house or, as she puts it, "everything that keeps the hotel running."

From accountants to directors of finance, chief engineers and directors of engineering, she recruits the behind the scenes brains and brawn of the industry.

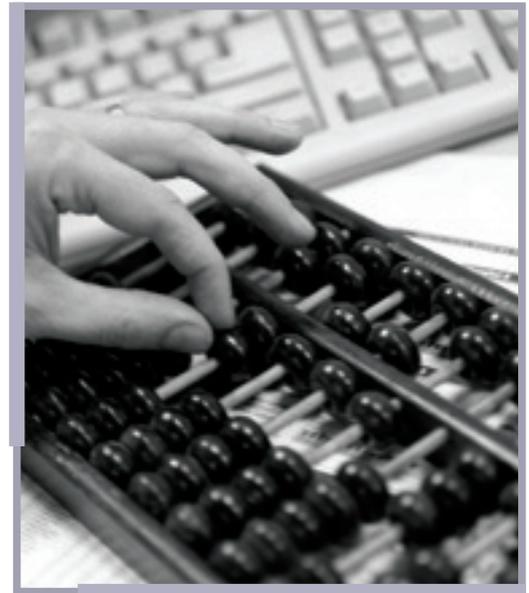
Although the lion's share of her work is based in Asia and the Middle East, Vicki also recruits from, and to, other parts of the world.

"My job is all about getting people with the experience that the client tells you they want, and if, for example, that's experience with Chinese government agencies, or pre-opening experience, then that's what I'll find them."

In addition Vicki has been asked to present candidates for project or property manager positions. Many candidates will have an engineering or surveying background. These positions may or may not require the candidates to possess a hospitality background.

At GSA we have worked with independent luxury resorts, international hotel groups and independents as well as day spas.

Companies include the Starwood Group, Formosa Group, Banyan Tree, Six Continents, Hilton, Mulia Land, Shun Tak Group, Sun Hung Kai, Soho China, Begawan Giri and Frederique's.



Project manager
Chief engineer
Director of engineering
Financial controller
MIS manager
Regional financial controller
Director of finance
Property manager
Accountant
Leasing manager
Chief financial officer
Purchasing manager
Project manager

Human Resources and Training

staff are only as good as the training they receive

Vicki Connon Sey runs the human resources division of GSA sourcing human resources managers, directors of human resources and training managers.

Within this category, human resources managers tend to be pretty stable. Working within every level and division of the hotel industry, sorting logistics and ironing out any problems, human resources managers have to interact well with and get the best out of each employee. But because they move infrequently, it is the training managers that Vicki spends most of her time recruiting.

“Training managers set the standard for the staff,” she says, “so you must have the best training manager possible. After all, the staff is only as good as the training they receive.”

Candidates must show energy and creativity, an ability to work well under pressure and work well with the whole range of hotel staff.

“The importance of this job cannot be overestimated,” Vicki emphasizes. “Much of the reputation of a hotel rests with the service offered by its staff. To this end, a training manager can make or break a hotel’s reputation.”

GSA has worked with international chains as well as independent hotels.

Amongst others the list includes Sun International, Meridien, Mulia, Formosa Group, Three on the Bund and Sun Hung Kai.



Director of human
resources
HR manager
Regional Training
director
Training consultant
HR manager
Group director
of HR Recruitment
manager
HR consultant

Spa and Sports

sourcing the right personality with the right technical skills and cultural experience

GSA is one of the few companies who have a dedicated division for spas and sports. Pioneering the recruitment of spa specialists, from senior managers through to masseuses, we have built a reputation for understanding this increasingly important addition to the hotel menu.

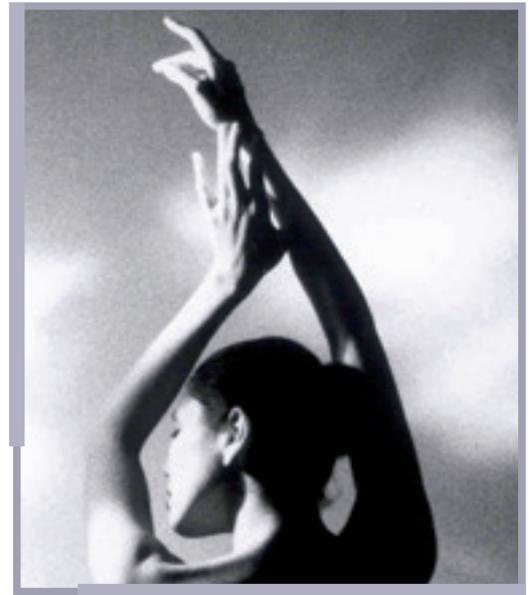
With over ten years experience in the spa industry, Petra Roberts heads up the Spa and Sports Division at GSA. As former group trainer and senior therapist for The Frederique Group, spa manager for the Mandarin Oriental Hotel, and spa projects manager for Spa Origins, there is no job that she doesn't know inside out and back to front.

What is she looking for? "At GSA we look for the candidate with the right personality, and the right technical skills and cultural experience."

Spa services are now essential to any hotel that wants to offer the full leisure experience. Specialists are trained specifically for this industry and are dedicated to providing the highest quality service possible.

GSA has placed spa specialists throughout Asia, targeting hotel spas, resort spas and destination spas, day spas, health clubs, private clubs and also beauty salons.

Previous clients read like the best of the best in an A-Z of spas, including Banyan Tree, Chiva Som, the Frederique Group, Hilton, Six Continents, Kerzner, Sun International and the Shangri-La Group.



Spa consultant
Senior therapist
Spa director
Recreation manager
Spa trainer
Health club manager
Oriental therapist
Spa manager
Make-up artist
Corporate spa director
Beauty therapist
Hair stylist
Masseuse

Spa Consulting at GSA

spas thrive on having a competitive edge that drives the market

An increasingly popular element in the hotel and leisure arena is spa consulting. Here at GSA we are proud to be able to offer the expertise and proven experience of specialist consultants, including our lead consultant, Petra Roberts.

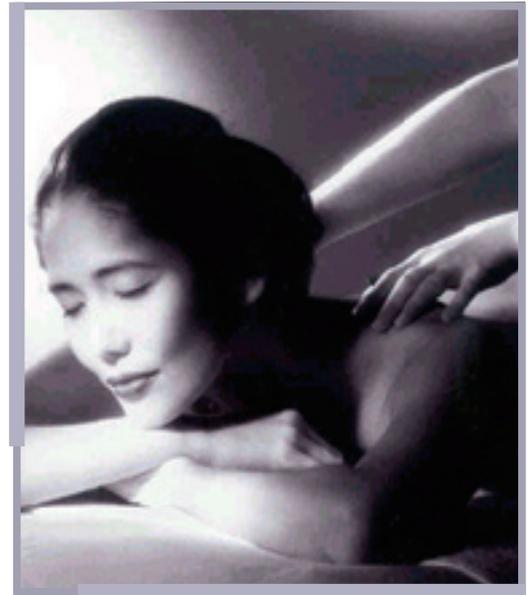
After over ten years working for leading spas Frederique, Mandarin Oriental and Spa Origins, Petra has become a true authority in the industry.

She has now moved into the field of freelance consulting, with the result that any spa can now profit from her considerable experience, whether still at the idea stage or fully operational.

Our consultant will travel to visit each spa in person, spending time understanding the services and structures already in place before suggesting recommendations.

From carrying out a total overhaul of a spa in trouble, to just pin pointing a few areas of improvement in a well-running spa, our consultants can help improve on professional working strategies.

"There are countless unforeseen challenges that emerge before and after a spa opens," Petra points out. "Even a highly successful spa can always do better. Spas thrive on having well trained staff, a solid system of operations and a competitive edge that drives the market, and this is where GSA can help."



Spa consulting
Architecture Interior design
Contracts Sourcing
equipment Promotions
Staffing guides
Recommending treatments
Recruiting
Service structures
Ad campaigns Signature treatments Spa audits Budgeting
Trouble shooting

Consultants

GSA – associating with top people and top companies

With contacts throughout the industry and reaching far beyond, GSA is associated with many of the top people and companies that offer ancillary services and products to the hospitality and leisure industries.

From long-established firms who do business the traditional way to the up-and-coming trailblazers who bring something completely new and original into the market place, we can put you in contact with a wide range of service providers.

Whether you are based in Asia and searching for European designers, products or systems, or vice versa, we can be instrumental in recommending the right specialist for the job, thereby putting business to business together for a successful and remarkable result.



Consultation Areas:

- Interior design and architecture
- Restaurant design
- Kitchen design
- Project management
- Property and estate management
- Building services
- Legal
- Food and beverage consultants
- Oriental restaurant consultants
- Wine and beverage consultants
- Culinary consultants
- Housekeeping consultants
- Front office consultants
- Pre-opening consultants
- Management companies
- Spa consultants
- Human resource consultants
- Training consultants
- General sales agents and marketing consultants
- Public relations
- Team building

Interior design and architecture
Restaurant design
Public relations
Kitchen design
Project management
Property & estate management
Building services
Management companies
Spa consultants
Human resource consultants
Training consultants
General sales agents & marketing consultants
Team building



Costs and Guarantees

we value our clients highly and aim to venture into long-standing relationships

At GSA we value our clients highly, and aim to venture into a long-standing relationship when ever possible. This allows us to get to know our client well, and therefore precipitate a quick and successful search.

In general our fees are based on a percentage of the successful candidate's annual salary and benefits. When GSA is retained by the clients on an exclusive basis then special rates may be negotiated.

With each placement is a guarantee period where, should a candidate need to be replaced, it will be done at no extra cost.

Additionally, GSA guarantees that all candidates are reference checked and interviewed in person where possible, or by telephone.

Further, GSA will arrange telephone calls between client and candidate and be involved in travel arrangements where necessary for candidates to be interviewed in person by the client.



Extensive candidate
database
Global contacts
Position
profiles
Onsite searching
Guarantees
Retainer
system Reference
checks
Travel arrangements

Glover Sey Associates
H o s p i t a l i t y C o n s u l t a n t s

603 Kinwick Centre
32 Hollywood Road
Central
Hong Kong

tel: + 852 3184 0811
fax: + 852 3184 0569

email: office@gsa-asia.com
www.gsa-asia.com

