

Jo Blogs

Leisure / Recreation Management & Business Development Professional



Operations professional specifying in the management of initial facility and complete grass roots organisation. Management of existing operations at all levels to produce greater results including the result driven management of large leisure brands with a view to producing a market leader. Skills include extensive international experience gained in the industry with both client and consultant organisations with well developed multi-national leadership, communication, employee development and performance management skills gained in hands on multicultural result driven environment.

PERSONAL DETAILS

Full Name	Jo Jack Blogs	Gender	Male
DoB	15.03.60	Nationality	British
Marital Status	Married	Phone	0044 02056789
Languages	English, Russian, Arabic	Email	joblogs@themoon.co

EDUCATION / QUALIFICATIONS

PhD.	Physiology & Psychology of sport based study	Blogs University
MSc.	Sports Physiology.	Blogs University
BSc. Hon	Sport Science	Blogs University
Dip.	Leisure Management.	Blogs University

PROFESSIONAL TRAINING

Customer service 1 & 2	VRQ	Jan 98 - Jan 99
Swimming pool safety	RLSA	Jan 98 - Jan 99
Pool plant handler's certificate	IBRM	Jan 98 - Jan 99
Advanced first aid		

ACHIVMENT HIGHLIGHTS

Bulgarian Olympic Games	Medieval Joust Competitor
Jamaican Ski Team	Slalom Team
Guinness Book of Word Record Holder	Lobster Eating
Author	"Lobster Eating for Beginners"

EMPLOYMENT and CAREER SUMMARY

Present Employment

General Manager	Lobster and Co	Egypt	Jan 07 – Present
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Previous Employment

General Director of Group Operations	Ski Club	Jamaica	Jan 04 – Jan 07
Group Spa & Fitness Director	Sofia Lodge	Bulgaria	Jan 03 – Jan 04
Director of Sports & Fitness	Riyadh Club	Saudi Arabia	Jan 01 – Jan 03
Fitness Consultant	Lincoln Lodge	France	Jan 98 - Jan 01

REFERENCES

1. Tim Mathews	GM	Ski Club	Jamaica	TM@themoon.co
2. Marcus Oliga	GM	Sofia Lodge	Bulgaria	MO@themoon.co
3. Mohammed Kalifa	GM	Riyadh Club	Saudi Arabia	MK@themoon.co

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LOBSTER & Co **General Manager**

Jan 07 – Present Egypt

Lobster & Co is one of Egypt's leading lobster companies with 50 years of experience marketing lobster professionals to the Japan. With eighty offices globally the company has now expanded in to the Middle East with a regional representative office in Bahrain. My role is to setup, structure and open the regional office in Bahrain and control the lobster market

- Organise legal implementation of office within the legislation set by the Bahrain Government.
- Organise the office venue suitable for the lobster & Co requirements.
- Organise visa requirements for European staff.
- Staff training to Bahrain citizens from General Manager to line staff.
- Prepare all marketing and public relations materials including corporate image within the two regions
- Design and implement Business Plan for first year and second year of operations.
- Design and implement budget for 2007 & 2008 and implement accounts system.
- Design and implement all corporate SOPs and HR manuals for the Middle East office.
- Install all corporate head office policies within the new office infrastructure.
- Responsibility for the purchasing and budgeted expenditure for both regions.
- Design and implement the corporate marketing strategy for the two regions
- Oversee and prepare a corporate events program in terms of sponsorship and hosting.

SKI CLUB

Jan 04 – Jan 07 Jamaica

General Director of Group Operations

Ski Club of eleven facilities based in and around Jamaica, all catering for different requirements. The flagship facility consists of 16,000 squ meters aimed at the VIP 6 star market. The seven other facilities consist of a 5 / 6 star level catering for the executive or the family facility offering an average of 10,000msq. Ski Club presents its self around customer service excellence and the high quality of its team members at all levels without compromising business acumen and facility operations. The chain is at present valued at an approximate 750 million Euros.

- Sole responsibility for the growth of the Ski Club Project Management Company and its team. Working with the reputation of the existing Ski Club chain to gain contracts in complete project management. Working together with the parent company Ski Construction has had the ability to supply the entire solution from the foundations to a successful opening and operation. The Project Management Company is in its infancy with a net profit, in the first six month of operation, of approximately \$170,000.00. The net annual profit target for the first year was set at \$250,000.00
- To date in brief contracts have consisted of the following:
 - Negotiations for contracts in an erratic business environment.
 - Feasibility studies, market research and future forecasting.
 - Continually working with Architects to gain the desired requirement (only working with Architects listed in the top ten best in the world)
 - Personally drawing initial concept design and sales presentations
 - Creating initial design concept inline with budgeted forecasts.
 - Providing complete equipment listings with various options
 - Providing essential legal requirements in line with Russian facility law.
 - Creating all administrative and operational systems including individual computer base packages, financial structure, handbooks, S.O.Ps, budget forecasts, marketing plans.
 - Employment of staff including staff structure, employment packages and future requirements
 - Working with the parent construction company and customer to create the desired agreement.
 - Providing the management support for the first 3 months of operation.
 - Restructuring present facilities that may be underachieving or providing the support in either management expertise and operations or the information they require to move forward.

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SKI CLUB CONTINUED

- The design and implementation of all operational procedures, standards, terms & conditions, administration formats and client information for the Ski Club Group.
- Design of all membership and sales department structure including all financial and administration aspects. In the first year Ski Club achieved 29% higher membership turnover than predicted through clear, structured marketing and advertising.
- Responsible for market positioning, advertising, website design and corporate based image.
- Working closely with the General Managers and marketing department to continually expand operation and stay ahead of competitor through new and innovative ideas that may not only increase membership and profit but also awareness and reputation. Ski Club was recently listed in the Jamaican version of the "Rob Report" magazine as a VIP club of distinction and merit.
- Financially responsible and accountability for budget design and forecasting over 1, 3 and 5 year period while achieving present date budget during set up and ongoing operation.
- Indirectly responsible for approximately 600 employees through there management team.
- Responsible for each General manager and there team of directors achieving above and beyond target while staying within the confines of cost efficiency and budgeted forecast. At present 3 of the 4 clubs operation are between 9% and 16% above quarterly net targets. The 4th club is 3% above net target.
- The smooth operation of day to day hands-on management by General Managers and there directors.
- The operation of externally contracted companies such as spa products, laundry and communications
- The implementation and organisation of a European style management relevant to the Russian market. This involves empowering but controlling each tier of hierarchy allowing employees to grow, expand and improve thus strengthening the operation and structure of the facilities.
- Employment of all senior staff members relevant to the daily operation in conjunction with the facility General Manager and the Group Managing Director.
- Responsible for the structuring of facility departments and close relations with the General Managers for there actual performance relevant to profit & loss and customer service.
- Working closely with the parent company engineers and the German based architect to achieve the best layout possible for each new facility in terms of usage verse profit generation and client control.
- The sourcing, presenting and contracting of suppliers relevant for group operations to achieve an understandable financial situation deemed best for the Managing Director and Ownership of Ski Club

Further positions and companies would be detailed in the same fashion