

**Senior Consultant in
F&B, Business Systems and Event Management for the Hospitality & Leisure Industry**

Hello my name is **Erik Samuelsson**.



I am currently self- employed and managing my own business, **Sameric F&B Events**. My recent activities this year include a certification course in the **Veeva CRM** Life-Science application and to help its introduction in EU as a contracted trainer at **LPW Training Services**.

In partnership with **Golf World Travel** I am also organising golf & culture tours to Northern Cyprus, TRNC. Our next tour is scheduled for early October 2015.

During the years of 2013 & 2014 I was involved with **Expedia** conducting training webinars introducing their ETP –Traveller Preference Program to Swedish member hotels.

Previously to that and since 1997 I was responsible for editing **user manuals** and setting up **Education and Training programs** on the **Oscar** point-of-sale systems for Hotel, Food & Beverage and Leisure Cruise operators in Europe and Scandinavia.

Prior to this and before moving back to Sweden I had a career in **Food&Beverage Management** for 10 years with **Hilton International** world-wide.

Mission statement

To offer hospitality and service minded management expertise and providing business solutions by sharing international and cultural know-how with the hospitality and leisure industry in general.

Job résumé

1980, after my graduation at the Hotel Management School, **Ecole Hôtelière de Lausanne** in Switzerland I was recruited by the Athens Hilton International in Greece to take part of HI's Management Trainee Program.

I henceforth advanced in management positions with **Hilton International**, world wide, in the capacity of Assistant and/or **Food & Beverage Manager**.

My responsibilities encompassed the keeping and upholding of HI's service and product policy standards, in all together 8 of their hotel properties and on three Continents. My last assignment with HI was to be part of the **Cairns Hilton** pre-opening team to set up the banquet and events department in Far North Queensland, Australia.

In December 1988, I resigned from the company having been offered a position as Food & Beverage Director with **SAS Hotel Division** in Oslo, Norway. A year later, in 1989, I was recruited by **RESO Hotels** in Oslo to be responsible to set up the F & B operational policies and concepts for the **Oslo Plaza & Tower**, which at that time was Scandinavia's largest hotel project to open in March 1990 which was a challenging experience.

After a successful opening I decided to start up my own consulting business, "Sameric F&B Consultancy", advising operators within the Hospitality sector in Scandinavia how to increase service proficiency and operational profits particularly in the field of F&B. My customers belonged to well established Hospitality operators in Sweden such as: **Fogg's Hotel Group** (International Hotel Policy Management AB), **Berns Salonger, Wallmans Nöjen, First Restaurants AB, First Hotels and Pandox Hotell Fastigheter AB**.

I then joined **Anker Systems**, currently **Torex Retail AB** in 1997 to educate and consult operators in their use and application of their newly launched OSCAR business and e-pos system. I was responsible setting up the educating and training programs as well as editing customer specific manuals for end users advising them on how to make best use of the system in order to meet with their particular business requirements. Collaborations throughout these years have been with enterprises such as, **Pizza Hut, Interflora, SSP Arlanda, Berns, Grand Hotel & MD, Stureplansgruppen, Stockholm Globe Arenas, Stockholmsmässan, Gröna Lund Leisure Park, Skansen, GIF- Svenska Golf Förbundet, Blidö Sundsbolaget and Sibylla** fast food outlets to name a few. Coupled with being responsible of conducting tailor-made workshops for the **Lego Leisure Parks of Europe, Hurtigrutten, Destination Gotland** and **Scandlines** for their F&B and Retail outlet Managers to conducting workshops and training on Oscar stock management control for Norfolk Lines on their channel ferries between Dover and Calais.

- 1 -

Erik Samuelsson

Tour Leader, Trainer & Hospitality Consultant

Sameric F&B Events

M: +46 730 523 346 Mail: info@sameric.se Web: <http://www.sameric.se>

LinkedIn: <http://se.linkedin.com/pub/erik-samuelsson/3b/351/b89>

**LET ME ASSIST YOU AND CONTRIBUTE TO YOUR BUSINESSES
SUCCESS?**

THRU COMMUNICATION;

Languages - I am fully conversant in English, French and Swedish.
Sharing international and professional expertise thru training in the hospitality industry
IT - Providing expertise in the latest given IT -solutions and business system integration on the market.
Documentation & Training - by editing user specific manuals and introducing internal policies thru training programs to meet with high international service standard requirements.

WITH HOSPITALITY BUSINESS & CULTURAL KNOW-HOW;

Every culture possesses unique qualities so be it in businesses, organisations and nations. With an international background by having been brought up abroad with my parents working for the United Nations and following a professional and international hotel career I am quick to adapt and can readily identify these qualities embracing them for the mutual gain of all working and business parties. Following are some of the places lived and/or worked in that have given me the benefit of acquiring this cultural awareness and international know-how. These milestone places have been Damascus, Kuala Lumpur, Nicosia, Grenna, Lausanne, Athens, Corfu, Kuwait, Cairo-Luxor, Rabat, New York, Adelaide, Cairns and Oslo

EVALUATIONS & ASSESSMENTS AND SOUND BUSINESS PRACTICES;

Having been responsible for various types of F&B operations, on three continents, I can readily identify their profit potential. I feel strongly that I can contribute towards the industry's future growth potential and success in maintaining high service quality levels and at the same time increasing profitability of their business operations on a long term perspective.

TO DESCRIBE BEST PRACTICE ON BUSINESS SYSTEM APPLICATIONS

My initial work for Hilton International as well as for Anker/Torex Systems was to produce operational manuals for their staff and end users as well as to train retail, fast food and restaurant and bar operators on how to make best use the different systems and sharing professional know-how with staff enabling them to run the various F&B concepts efficiently.

