

Curriculum Vitae

Personal information

First name /Surname **Walter Sperger**
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Austria
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Nationality Austria
Date of birth 2nd of June 1962 in Vienna
Gender Male



Experience

Position Company

F&B Consultant, worldwide
Philodex Consult, www.philodex.com

As a Management Consultant in the field of F&B and Hospitality, my project-related accomplishments involve applying my professional knowledge and experience to target-oriented firms. This encompasses a range of activities from pre-opening operations to general management and includes, but is not limited to, business planning, conceptual design, organizational restructuring, workflow optimization, HACCP compliance, development of SOPs, adherence to USALI standards, and enhancing digital fitness, among others.

*Idea 2002/first projects
Incorporated July 2005*

- Certified Management Consultant at the **Austrian Chamber of Commerce**
- Small Business Advisor at the **EBRD** - (European Bank of Reconstruction and Development)

Outline of EBRD Projects

Albanian, F&B Training | Monte Negro, Hilton | Belarus, Greenlandia Food Caterer | Mongolia, Tuushin

Individual Projects

"Metaxa Hospitality Group", Greece | "Kaiserliches Festschloss Hof", Austria |
"Sea Side Hotels", Canary Island | "Old Binan", Philippines

And the following long term projects:

Project

Hacker-Pschorr Bräuhaus, Nanjing, China
www.hacker-pschorr.com

Sep. 2013 – Sep. 2014

I spearheaded the pre-opening efforts for "Hacker-Pschorr Bräuhaus," overseeing construction, microbrewery installation, equipment procurement, recruitment, SOP development, and staff training, with a focus on Bavarian cuisine. I also managed menu creation, supplier selection, workflow optimization, and handled administrative tasks like par stock management and marketing preparations pre-opening.

Post-launch, I took charge of day-to-day operations, ensuring a smooth and customer-centric experience.

Type of business

The world's inaugural "Hacker-Pschorr Bräuhaus" outside of Germany is a quintessential "Bräuhaus," akin to a "Paulaner," rooted in centuries-old traditions. Our ambience is youthful and stylish, yet unpretentious. We are proud to offer a diverse culinary selection that spans Munich Originals and international specialities, all complemented by our in-house brewed Hacker-Pschorr beer.

Project

Park Inn Pulkovskaya, Pobedy square 1, 196240 St. Petersburg, Russia
www.paulaner.com, www.parkinn.de/hotelpulkovskaya-stpetersburg

May 2012 – Aug. 2013

My primary responsibilities included overseeing a team of over 200 employees, managing all operational aspects of F&B departments and concepts, and establishing benchmarks for product quality and guest satisfaction. I was responsible for planning and executing restaurant and kitchen renovations, as well as staff training, including culinary staff. Additionally, I led the revitalization efforts for the "Paulaner Bräuhaus," which had a seating capacity of 700.

My role involved enhancing productivity across all operational areas, from serving 1800 breakfasts to managing conventions and exhibitions. I also focused on maintaining the company's philosophy within the team and motivating staff. Furthermore, I had financial oversight and managed major events such as conventions, exhibitions, and Oktoberfest."

Type of business

The hotel primarily caters to business travellers, offering 840 rooms, 24 meeting rooms, a congress hall with seating for 600 attendees, three restaurants, two bars, 24-hour room service, and the renowned à la carte restaurant, "Paulaner Bräuhaus," boasting 700 seats and featuring an onsite brewery.

Project

WienWork
Restaurant Michls, Reichsratsstrasse 11, 1010 Vienna, Austria, www.michls.at

Mar. 2005 – Nov. 2006

This socio-economic enterprise operates as a non-profit company and engaged me to orchestrate the pre-opening and launch of the "Michl's" restaurant while also establishing its ongoing operational procedures.

As the leader of the operation, I devised the budget for both the initial capital expenditures and the day-to-day operations, meticulously monitored costs, and supplied financial data to the finance department over an 18-month period. I also undertook staff recruitment and devised comprehensive training programs and SOPs.

In the subsequent year, we expanded the restaurant to include the "Michl's Social Club" on the first floor, transforming it into an event venue.

Type of business

"Café Restaurant Michl's" operates as a socio-economic enterprise under the auspices of the Mayor of Vienna. Its primary mission is to facilitate the reintegration of long-term unemployed, socially disadvantaged, and disabled individuals into the job market, with a specific focus on the catering industry. My role involved providing consultation, support, and specialized training for individuals with unique needs as part of this important initiative.

Project

Resort Hotel Half Moon, Half Moon P.O, Rose Hall, St. James, Montego Bay, Jamaica
www.halfmoon.com

Nov. 2003 – Jul. 2004

I was hired to restructure the daily operations of 12 restaurants and cafes, with the aim of elevating productivity and delivering top-tier customer service.

To achieve this, I introduced and executed European SOPs, providing training and guidance to both staff and supervisors while optimizing workflow processes. Consequently, I significantly boosted sales figures and enhanced overall customer satisfaction, leading to improvements in both quality and extended patronage.

Type of business

Half Moon is Jamaica's quintessential 5-star Resort Hotel, steeped in tradition and luxury. Our extensive amenities include an 18-hole golf course, 60 pools, a diving school, a horse stud, tennis courts, bungalows to accommodate approximately 1100 guests, a shopping centre, a variety of water activities, as well as a selection of bars, cafes, and restaurants.

Project

TUI UK
SHG, 140, Place de Poilu, 74400 Chamonix Mont Blanc, France

Mar. 2003 – Sep. 2003

I was appointed to re-engineer the comprehensive coordination of the F&B programs of the hotels, and chalets and focus on maintaining high standards, ensuring quality control, and managing the budget for the "SHG" operating in the French Alps and certain regions of Switzerland. I maintained direct reporting lines to the headquarters in Kingston upon the Thames, England.

Type of business

Travel Agency SHG "Specialist Holiday Group" is part of TUI UK

Position
Company

Area Operations Manager
Harrods Ltd, Knightsbridge, Brompton Road, London SW1X 7XL, UK - www.harrods.com

Jan. 2000 – Mar. 2002

I served as the Area Operations Manager and was tasked with the daily oversight of 22 themed restaurants located within Harrods, including their satellite kitchens. In this role, I closely collaborated with the respective Heads of Departments to ensure seamless operations. My responsibilities encompassed supervising stewarding activities, coordinating orders and deliveries from the storerooms, and working closely with the finance department to manage budgets and control costs.

My role also included overseeing this 5-star operation, which generated an annual turnover of £20 million and involved managing a staff of up to 700 employees. During my tenure, I successfully implemented SOPs and supervised the opening of four additional restaurants.

Type of business

"The world's most renowned department store."

Position
Company

Managing Director
K. u. K. Hofzuckerbäcker Ch. Demel's Söhne GmbH, Kohlmarkt 14, 1010 Vienna, Austria
www.demel.com

Jul. 1993 – Feb. 1998

In my capacity as the Head of this establishment, I assumed full responsibility for its overall operation and property management. I held the licenses and was accountable for all financial aspects, including budgeting, financial control, and business planning. Additionally, a key focus of my role was overseeing the registered brand "DEMEL." This encompassed its development, the formulation and execution of strategies, managing license agreements, exploring joint ventures, and ensuring the growth and upkeep of franchise activities.

Type of business

"Demel," established in 1776, is an iconic Viennese 5-star catering institution affectionately known as such. With a dedicated staff of 150, this 700-seat establishment spans three floors, offering an exceptionally exclusive coffeehouse experience, renowned à la carte dining, and sought-after banquet services.

In addition to its hospitality offerings, "Demel" is a prominent retailer, wholesaler, and producer of the legendary "Sacher Torte," making it one of Austria's historic landmarks.

Languages

Mother tongue

German

Other languages

European level ()*

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	

English

C1 Proficient user	C1 Proficient user	C1 Proficient user	C1 Proficient user	C1 Proficient user
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(*) Common European Framework of Reference (CEF) level

Basic knowledge of French, Russian and Chinese

Education and training

Degree

Master's degree in Catering, Hospitality, Hotels and Restaurants
Examined instructor for chefs and waiters

28th of November 1984

The certificate serves as proof that the trader possesses the requisite technical, commercial, and legal knowledge, skills, and experience necessary to engage in a regulated trade.

Authority

Institute of the Vienna Provincial Government

Degree

Final **Apprenticeship** Examination

11th of November 1980

"I completed a 3-year waiter training program at a 5-star hotel, which also included one day per week of coursework at a hospitality school."

Authority

Chamber for Commercial Trade

Degree

Certificate in **Food Hygiene and Safety**

18th of December 2001

Food microbiology - spoilage and pathogen – processing- and product hygiene – personal hygiene – cleaning and disinfection – pest prevention – HACCP basics – practical implementation and documentation - COSHH in the hospitality industry

Authority

The Royal Institute Of Public Health And Hygiene, London

Classification

EU-Food-Hygiene-Regulation (HACCP)

Further education

Training sessions

- × LOTS
- × Tax Law
- × Business Planning
- × Public Relations and Advertising
- × Sales
- × Customer Service
- × Customer Acquisition
- × Argumentation and Negotiation
- × Multilingual Proficiency
- × MySQL Database Programming
- × VBA for Excel
- × SEM/SEO Internet Marketing

Training institutes

- × Moscow Business School - Rezdor
- × WIFI Wien
- × BFI Berufsförderungsinstitut
- × ÖSB Consulting GmbH
- × Formel 1
- × US Embassy
- × Berlitz
- × Inlingua
- × NetMan Software Development

Personal skills

Organisational skills and competencies

- × Proficient in multi-unit management, overseeing teams of up to 700 employees.
- × Demonstrated organizational prowess through the successful pre-opening and launch of nine restaurants across three countries and a 16-month renovation project at Demel's, in addition to the renovation of two hotels.
- × Skilled in reengineering and reorganization.
- × Extensive experience in project and team management acquired through roles in multi-unit management at establishments such as Demel, Harrods, TUI, and Half Moon.

Financial skills and competencies

- × Budgeting, Business Planning, and Productivity
- × Cost Calculation and Control
- × Profit and Loss Statement Analysis

Social skills and competencies

- × Exceptional adaptability to multicultural environments, stemming from your work experience in various countries.
- × Proficiency in handling and integrating with socially disadvantaged and disabled individuals, honed through involvement in a social project.
- × Strong motivational skills.
- × Ability to remain composed in high-stress situations.

Computer skills and competencies

- × System Supervisor training for Micros, Squirrel, and Abacus21.
- × Proficiency and experience in using all MS Office applications.
- × Software engineering skills, particularly in web design, as it's part of your business.
- × Strong understanding of graphic design principles.

Other skills

- × Effective Communication
- × Strong Work Ethic
- × Analytical Skills
- × Flexibility and Adaptability
- × Honesty and Integrity

Driving licence

Categories (EU): A, B, C, E, F, G

Walter Sperger