

## Curriculum Vitae

### Bernard Felix

#### **Personalia**

Name Felix, Bernardus Engel Nicolaas  
Date of Birth 03-11-1948  
Place of Birth Harderwijk, The Netherlands  
Civil Status Married, three children  
Brought up in Entrepreneurial environment (restaurant)

#### **Education**

Elementary school Van Zeggelenschool in Haarlem  
Secondary school Dreefschool in Haarlem  
Highschool Pre-academic education Hogere Hotelschool Den Haag  
Academy Hogere Hotelschool Den Haag, School for Business Administration  
Main Subject: Financial-Economic

#### **Courses**

- Cornell University - Food and Beverage Summer Course
- Effective Management Skills
- Interview and Selection Course
- Appraisal Course
- Rooms Merchandising Courses and Workshops
- Sales Course
- Hospitality Workshop
- Hospitality Awareness Workshop (Click – program)
- Extensive Management Course in Switzerland

#### **Military**

Cook/Chauffeur at Anti-Aircraft Artillery in Ede

## Working Experience

1971 – 1972	<b>Assistant Sales Manager</b> in the opening year of the Okura Inter-Continental Hotel (*****) in Amsterdam
Responsibilities	Dutch and English Sales activities
1972 (2 months)	<b>Management Trainee</b> in Hotel da Balaia (*****), Albufeira, Algarve, Portugal
Responsibilities	Pre-opening management of a new hotel wing and restaurant
1972 – 1975	<b>Assistant General Manager</b> in Hotel da Balaia (*****), Albufeira, Algarve, Portugal
Responsibilities	<ul style="list-style-type: none"><li>- Food and Beverage Department</li><li>- Entire hotel during duties</li><li>- Outsourcing of circa 40 employees within the Dutch Shipping Union as a result of two government changes</li></ul>
1975 – 1976	<b>General Manager</b> during the pre-opening period of the Kawanua City Hotel (****) in Menado, Indonesia
Responsibilities	<ul style="list-style-type: none"><li>- Pre-opening management of hotel, kitchens, restaurants, banquet-department, pool-area</li><li>- Staff hiring procedures</li><li>- Purchase and transport of hotel inventory</li><li>- Financing</li></ul>
1976	<b>General Manager</b> of Clingendael Hotel Groningen (****)
Responsibilities	<ul style="list-style-type: none"><li>- Procedures before, during and after the take-over of the hotel</li><li>- Implementation Clingendael Hotel Group Standards</li><li>- General management (operations, sales, restyling)</li></ul>
1977 – 1991	<b>General Manager</b> of Hotel des Indes (*****), Den Haag
Responsibilities	<ul style="list-style-type: none"><li>- general management during 14 years</li><li>- various (sometimes extensive) renovations</li><li>- two take-overs (in 1978 Crest Hotels and in 1990 Inter-Continental Hotels)</li><li>- introduction computersystems in Roomdivision and Food and Beverage / Banquet department</li><li>- quality improvements for the membership procedures of "The Leading Hotels of the World" (LHW)</li></ul>

	<ul style="list-style-type: none"> <li>- internal reorganisation after the official membership of "The Leading Hotels of the World" (LHW)</li> <li>- implementation sales-activities and sales-system following "LHW" procedures</li> </ul>
1991 – 1992	<b>General Manager of Tivolino Swiss Casinos, Den Haag</b>
Responsibilities	<ul style="list-style-type: none"> <li>- general management of Tivolino Group in the Netherlands (8 arcades)</li> <li>- planning, construction, decoration, organisation and opening of Tivolino Swiss Casino at the Spui in Den Haag</li> <li>- sales of 7 arcades to colleague-company</li> </ul>
1993	<b>Managing Director of Tivolino Swiss Casinos International BV, Den Haag</b>
Responsibilities	<ul style="list-style-type: none"> <li>- general management of Tivolino Swiss Casinos Holland bv</li> <li>- various renovations in connection to quality improvements</li> <li>- general management of Southern City Leisure Ltd in Southern England, headoffice in Portsmouth, Hampshire (14 Arcades)</li> <li>- reorganisation of total company and moving the head office from Calne to Portsmouth</li> <li>- sale, purchase, renovation and redecoration, financing of various arcades as well as development of new arcades in England</li> </ul>
1995 – 2005	<b>Chief Executive Officer of Swiss Casinos International BV</b>
Responsibilities	<ul style="list-style-type: none"> <li>- like before, plus:</li> <li>- financing of (part of) the company</li> <li>- occasional involvement and advisory positions with sister companies in the USA and Switzerland</li> <li>- participation in international Marketing and Communication structures, annual meetings and other concern-wide conferences</li> </ul>
2005 – 2009	<b>Director (PT) of Vereniging Avenue Culinaire (an association for the development of an historical area in Den Haag into an entertainment area</b>
Responsibilities	<ul style="list-style-type: none"> <li>- general management and (re-)organisation</li> <li>- financing of various sub-developments</li> <li>- sales promotion</li> <li>- selection procedures for new entrepreneurs</li> </ul>
2006 – 2009	<b>Executive Business Development Manager (50%) of Swiss Casinos Services, (HO in Zürich)</b>
Responsibilities	<ul style="list-style-type: none"> <li>- organisation of the department</li> <li>- finding new prospects / developments</li> </ul>

- producing business plans
- managing task-forces for incidental projects
- opening of new casinos

### **Professional Activities**

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|-------------|--|
| 1986 - 1990 | - Member of the Board and treasurer of Horecaf<br>(employers organisation in the hospitality industry) |
| 1986 - 1990 | - Member of the Board and treasurer of the Hotel Section of employers organisation<br>Horecaf          |
| 1980 - 2000 | - Member of the Selection Committee of Hotelschool Den Haag, Institute for Business<br>Administration  |
| 1982 - 2000 | - External Examiner of the Hotelschool Den Haag, Institute for Business Administration                 |
| 2000 - 2005 | - President of ACN (Slot machine Association in the Netherlands)                                       |

### **Social Activities**

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|---------------|---|
| From 1985     | - Chartermember of Rotary Club Den Haag Des Indes   |
| 1985 – 1990   | - Member of the Board of Stichting Binnenstad Den Haag  |
| From 1992     | - Boardmember (and as of 2001 President) of Employers Organisation Pleinkwartier,<br>Den Haag               |
| From 2000     | - Member of the Executive Committee of BOF (Federation of Employers Organisations),<br>Den Haag             |
| From 2005     | - Boardmember of Stichting Marketing Haagse Binnenstad  |
| Past 10 years | - member and initiator of many (study-) groups and committees and organisations in the<br>Hague city center |

### **Personal Interest, Hobbies and Leisure**

- Watersports
- Golf
- Skiing
- Cycling
- Soccer (-non playing)
  - o (Manager of a selection youth-team from 1998 till 2004 of the Koninklijke HFC  
Football Club)
- Photography
- (Maritime) History
- Gardening

Haarlem, 2008