

ROMANO KREUTZ

Executive Sous Chef with 10+ years of Success in managing the Food Preparations, Kitchen and Banqueting Operations

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PROFILE

An internationally seasoned and versatile Executive Sous Chef with over a decade of diverse experience and proven industry insights in imparting superlative Kitchen and Banqueting Management and Food Preparation Expertise for renowned international brands of restaurants and resorts. With a track record of devising innovative and vibrant menus to captivate and delight the audiences, I have consistently empowered the hotel business brands to strengthen their power and reach globally. Adept in managing the kitchen and banqueting operations, formulating the operational strategies to leverage the latest trends and know-how in sourcing, procurement, cost-reduction, and workflow management for building capabilities in terms of cost and time efficiency, I have contributed to hotel businesses by producing optimal operational output and performance. An astute manager with the ability to promptly assess the revenue growth opportunities and implement the pragmatic and evidence-based action plans, I have consistently reproduced the successful numbers for the organisations and put best-practices to implementation to regularly outperform the business forecasts. I specialise in implementing innovative strategies and campaigns to increase the restaurant cover, recruiting, developing, training, and managing the staff of high-performing chefs and stewards and ensuring the delivery of high-quality food and top-class services to the patrons.

AREAS OF EXPERTISE

- ◆ Thai fusion cuisine ◆ Modern cuisine ◆ Fine dining ◆ Casual dining ◆ Menu development ◆ Pre-opening
- ◆ Quality control ◆ Purchasing ◆ Kitchen management ◆ Sales and marketing ◆ Cross-functional Team Leadership
- ◆ Team building ◆ Training and Development

KEY COMPETENCIES

Communication and Coordination Skills: Highly effective communication and collaboration skills to enable impactful engagement with key decision makers including vendors, culinary experts, and executive leaders.

Leadership: A strong administrator with demonstrated leadership abilities to effectively recruit, nurture and manage the talented resources and build high performing teams to achieve high productivity at work.

Strategic Thinking: Capable of understanding the big-picture vision of the organisation and translating it into the day-to-day business operations for putting the business on a high growth path.

Problem Solving: Proven problem-solving abilities with the aptitude to think creatively in high-pressure situations and produce innovative and out-of-the-box solutions to address the business challenges.

Organisation and Time Management: Proficient in managing time, planning, and prioritising the workflow and track the progress to achieve timely deliveries with quality standards meeting the expectations of the guests.

Service-Centric Approach: Highly driven to achieve the highest standards of customer satisfaction and delight by implementing the best practices of customer services to foster strong customer relationships and encourage repeat business.

CAREER HISTORY

Impiana Hotel KLCC

Jul 2018 – Present

Impiana is a modern ultra-luxury Hotel Resort in a sleek building comprising of 519 rooms, 5 F&B outlets and Banquet facilities for up to 600 guests situated in a prime location close to the Kuala Lumpur Convention Centre (KLCC) and the Petronas Twin Towers near the Kuala Lumpur Sentral railway station.

Culinary Host- Executive Chef - Aug 2017 - Present

- Served as the in charge of the fine -dining Outlet Cedar 15th.
- Imparted extensive training to the kitchen staff to facilitate smooth operations.
- Undertook menu selection to maintain variety in the lunch and dinner menus.
- Launched new menus to maintain a competitive edge.

Notable Achievements

- Spearheaded the menu development for the Cedar Restaurant.
- Planned and implemented the PR & Marketing Strategies for the Cedar Restaurant.
- Undertook the sourcing of new and premium products in line with the budget allocated.
- Maintained competitiveness by keeping the staff abreast with new techniques and dishes by imparting relevant training.

TreeHouse Villas, Koh Yao Noi, Thailand**Nov 2017 – Jul 2018**

TreeHouse Villas is an ultra-luxury adult-only hotel resort comprising of 31 duplex Villas set on an island only accessible by boat, located 55 km from Phuket International Airport and 11 km from the Long Beach. Equipped with all the amenities, its bright, serene villas with timber floor, are set amidst trees, on a hill or overlooking the beach.

Culinary Host- Executive Chef - Aug 2017 - Present

Directly reported to the General Manager of the Resort and held the responsibilities including, but not limited to:

- Imparted continued training to the chefs and stewarding staff.
- Standardised the operating procedures to ensure services matched the five stars plus standards.
- Orchestrated the pre-opening tasks for smooth management of the kitchen and F&B operations.
- Served as a guest-facing leader to ensure top-class services to ensure customer satisfaction and repeat business.
- Ensured that profitability and cost control measures were exercised while remaining environmentally and culturally aware.

Notable Achievements

- Successfully implemented a new menu for the hotel's fine-dining restaurant "Roots".
- Reduced the operational equipment expenses by 10% outperforming the budget forecasts.
- Conceptualised and developed the highly successful "Thai Taps" menu section, increasing the Lunch Covers by 8%.
- Undertook cost analysis and menu engineering after the soft opening from 39.8% to 34.8%.
- Initiated the implementation of the ISO 22000 System & HACCP in all kitchens and preparation areas.
- Acquired and nurtured talent by recruiting 12 talented chefs and 5 Stewarding staff to create a high-performing team.

Royal Cliff Pattaya**Jan 2017 – Nov 2017**

Overlooking the Gulf of Thailand, Royal Cliff Pattaya is a posh resort with four hotels, 124 km from Bangkok's Suvarnabhumi Airport, 8 km from Underwater World Pattaya, and 35 km from Burapha Golf Club. It is a 5-star luxury hotel comprising of 532 Rooms, 11F&B Outlets and the banqueting facilities accommodating 5000 guests.

Executive Sous Chef

- Led a team of 62 Chefs and 32 Stewards, oversaw all aspects of dining operations for Grand Hotel of the Royal Cliff Group.
- Revitalized the operations through a strategic emphasis on profit and efficiency optimisation, effective menu design, quality assurance, and marketing with a focus on revenue generation.
- Implemented new cooking techniques and preparation methods to achieve more cost-effectiveness, in alignment with the production and profitability targets of the company.
- Improved the staff performance by imparting on-the-job training resulting in a strong and quality-driven kitchen team.

Notable Achievements

- Successfully introduced a new Menu for the fine-dining restaurant "Grill Room" in February 2017.
- Conceptualised and created new fusion banqueting menus increasing the set-menus-function sales by 4 %.
- Brainstormed to devise the highly successful "German Tapas Promotion" resulting in a 12% increase in the covers.
- Managed to achieve the increase in the daily covers by 15%.
- Performed cost analysis and menu engineering achieving reduction in the expenses from 37.8% to 35.2%.
- Ensured the implementation of the ISO 22000 System in all kitchens and preparation areas.

Centara Grand Mirage Pattaya**Nov 2016 – Jan 2017**

Overlooking the Gulf of Thailand, Centara Grand Mirage is a palatial 5-star luxury hotel and resort with 532 rooms, 6 F&B outlets and the banqueting facilities accommodating 3000 guests. It is located 3 km from the Sanctuary of Truth temple, 4 km from Mini Siam amusement park and 11 km from Jomtien Beach and offers spacious rooms with all the modern amenities and the balconies with gulf views.

Chef de Cuisine

- Directed a team of 32 Chefs and 12 Stewards while supervising all aspects of dining operations for two of the resort's premiere restaurants - 'Oasis' and 'Flames'.
- Focusing on revenue generation, I have revitalised operations through
- Reinvigorated the operations through a strategic emphasis on profit and efficiency optimisation, effective menu design, quality assurance, and marketing.
- Streamlined effective sourcing and food preparation methodologies in alignment with the company production and profitability targets for significantly improved cost efficiency and production times.
- Worked cross-collaboratively with the leadership team for implementing creative promotional strategies aimed at improving daily covers and revenues.
- Enhanced the staff performance by implementing a culture of excellence emphasising employee motivation, training, and development.

Notable Achievements

- Devised a new all-day-dining menu in October 2016 creating an unmatched dining experience for diverse clientele.
- Brainstormed to conceptualise the highly successful "German Tapas Promotion" leading to an increase in covers by 12%.
- Redesigned the breakfast buffet display to incorporate new food preparation recipes for better service engagement.
- Conducted cost analysis to reduce the food costs for all-day dining restaurants from 39.2% to 37.4% with 1.9% savings.
- Contributed to a 114.2% increase in daily covers at Flames restaurant by developing effective promotional campaigns.

Kempinski Fuzhou**Sep 2015 – Mar 2016**

Kempinski is a 5 Star Luxury hotel with 482 Rooms, 8 F&B Outlets and the banqueting facilities accommodating 1200 guests. Located in the East Second Ring Taihot Plaza, the hotel is housed in a 23-floor modern building.

Executive Sous Chef

- Committed to ensuring superlative menus, operations, and execution, imparted strong leadership, creativity, and vision resulting in avant-garde culinary operations that fortified the Kempinski brand both regionally and worldwide.
- Conducted comprehensive menu concept reviews for presentation and final tasting with the corporate chef and leadership teams to deliver improved costing strategies and competitively designed menus and meet the organisation's commitment for providing exciting and unrelenting dining experiences in the rigorous business requirements.
- Supervised the procurement and ordering of OE equipment, China, and Glassware for a five-unit restaurant and banqueting operations, further substantiating prudent business stewardship for front-end and back-end operations, mitigating error, and ensuring tight fiscal controls.

Notable Achievements

- Successfully planned and organised the soft opening date for February 2016 by securing all required resources and logistical needs.
- Orchestrated the successful launching of the German restaurant Paulaner in December 2015.
- Outperformed the budget forecasts by reducing the operational equipment expenses by 5%.
- Incited organisational development and talent acquisition by hiring and recruiting 62 chefs and 24 stewarding staff in building a robust team.

Kempinaki, Yinchuan, China**Apr 2014 – Sep 2015**

Kempinaki, Yinchuan is a 5 Star Luxury Hotel with 409 Rooms, 6 F&B Outlets and the banqueting facilities accommodating 800 guests.

Western Sous Chef

- Tasked to ensure high performing kitchen operations while adhering to the company guidelines.
- Held the accountability to oversee the operations of the German restaurant "Paulaner" and another restaurant, "280".
- Spearheaded a team of 18 chefs and seven stewards while performing the critical functions of hiring, training, coaching, and developing the staff to ensure efficiency and consistency in food preparations and presentation.
- Fortified the brand and achieved high revenue with innovative marketing strategies and introducing a menu refresh.

Notable Achievements

- Re-engineered the Paulaner menu catalysing its transition into a German casual dining Brauhaus.
- Orchestrated a concept change for '280' restaurant to introduce compelling and sustainable menu offerings.
- Introduced highly effective controls and policies to reduce outlet food costs by 3% at Paulaner restaurant and 5% at '280'.
- Implemented innovative television advertising campaigns to leverage CCTV China increasing the daily revenue by 12%.

Kempinaki, Suzhou, China**Aug 2013 – Apr 2014**

Kempinaki, Suzhou is a 5 Star Luxury Hotel with 520 Rooms, 4 F&B Outlets and the banqueting facilities accommodating 1500 guests.

Task Force Western Chef

- Elevated the dining experience while performing the routine quality reviews and upgraded the breakfast buffet to create a more engaging and appealing offering for the patrons.
- Oversaw the operations for the entire western kitchen operation and served as an ad hoc Executive Sous Chef for six months to oversee the banqueting.
- Employed a hands-on management approach to retraining the chefs in using the standard recipes, food production, hygiene, and sanitation, fully restoring the kitchen operations to company standards.

Notable Achievements

- Successfully organised and managed the Gala Dinner for the German Chamber of Commerce.
- Featured an all-day dining breakfast to revolutionise the breakfast offerings.
- Achieved 5% revenue growth by introducing Sunday brunch to the dining offerings.
- Initiated professional development training to reintroduce staff to the use of SOPs and standard recipes.

Movenpick Accra, Ghana**Jun 2012 – Jul 2013**

Movenpick Accra is a 5 Star Luxury hotel with 360 rooms, 4 F&B outlets and banqueting facilities accommodating 500 guests. Set on 6 hectares of lush gardens, this high-end hotel is a 15-minute walk from the bustling Makola Market and 11 km from Labadi Beach and the Gulf of Guinea.

Sous Chef

- Functioned as a head of the western kitchen operations, while supervising a team of 11 chefs and four stewards with primary accountabilities geared toward the optimisation of profits, food quality, and dining services for the entire unit.
- Held the responsibility to standardise the buffet setup and upgrade the visual dynamic of the dining experience.
- Directed the holistic development by engaging in periodic menu reviews, modifying, and fine-tuning the key offerings and presenting assessments and changes to the executive leadership for updates and feedback.

Notable Achievements

- Leveraged the analytical data for cost-cutting strategies achieving food cost reductions from 38.4% to 34.9% in 8 months.
- Undertook a banquet menu review and oversaw and upgraded the operations to achieve 14% banquet revenue growth.
- Transformed the original coffee break concept into a “Themed Coffee Break” concept after a critical review of the model and further developed the idea to create more interesting and impactful offerings.
- Successfully launched the opening of Swiss Bistro, “The Deli”, in December 2012.

Kempinski Bahrain**Jul 2011 – Jun 2012**

Kempinski Bahrain is a 5 Star Luxury hotel in the prime location of the City Centre, Manama, with 460 rooms, 6 F&B outlets and the banqueting facilities accommodating 800 guests.

Chef de Partie

- Reported to the Head Chef while successfully executing the soft and pre-opening of the “Savour” restaurant.
- While serving as an in-charge of the ‘Sauces’ section, introduced a variety of flavourful new dishes and imparted training on each dish to 3 Commis de Cuisine under direct supervision. I
- Established SOP’s and standard recipes to create uniform operations and increased efficiency.

Notable Achievements

- Acquired strong competence and knowledge of “Classic French” and “Fine Dining” methods.
- Contributed as a member of the winning team for Time Out’s “Best Restaurant” accolade in November 2011.
- Achieved extensive experience in the areas of pre-opening and leadership.

Grand Hyatt Dubai, Dubai, UAE**Apr 2010 – Jun 2011**

Set in contemporary curve-shaped buildings, The Grand Hyatt Dubai is a sprawling 5 Star Luxury hotel has 674 rooms, 14 F&B outlets and banqueting facilities to accommodate 2500 guests. It is located 10 km from both the Burj Khalifa skyscraper and The Dubai Mall.

Commis de Cuisine

- Imparted cooking, preparation, and inventory management support to the Room Service Kitchen and Banqueting Kitchen while managing the ‘Sides’ and ‘Sauces’ section.
- Ensured timely production and consistent quality of the dish preparations along with accurate portion sizes.
- Trained the new team members on standards, hygienic practices, and specific preparation requirements and procedures as mandated by the managing chefs.

Notable Achievements

- Developed proficiency in working under high-pressure conditions while working in the high volumes kitchen environment while efficiently supporting a daily cover of 1800.
- Developed broad knowledge of Arabic and Asian cuisine to enable further advancement of my skillsets in these areas.

PREVIOUS EMPLOYMENT ENGAGEMENTS

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| ○ Hotel Almhof Austria – Commis de Cuisine | Nov 2009 – Mar 2010 |
| ○ Hotel Stadtmuehle Germany – Commis de Cuisine | Jul 2009 – Oct 2010 |

ACADEMIC & PROFESSIONAL QUALIFICATIONS

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| ○ Bachelor’s Degree in Culinary Arts - OSZ Koenigs Wusterhausen | 2009 |
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OTHER SKILLS

IT Skills: MS Office Suite, EAM System, SCM System, ADS System

Language Skills: English (Full Professional Proficiency), German (Native), Thai (Beginner)