

**Europass  
Curriculum Vitae**



**Personal information**

Surname / First name	<b>LAIN Lorenza</b>
Address	Dorsoduro 1164 – 30123 Venice ITALY
Telephone	+39 347 3841271
E-mail	<a href="mailto:llain71@gmail.com">llain71@gmail.com</a> <a href="mailto:l.lain@casagredohotel.com">l.lain@casagredohotel.com</a>
Nationality	Italian
Date of birth	07 July 1971

**Occupational field &  
Current Job position**

**HOTEL MANAGEMENT**

**General Manager CA' SAGREDO HOTEL (Venice)**

Five stars deluxe, member of "Small Luxury Hotel of the Worlds"  
Board Member GIMAL HOTEL SRL (Milan)

Personal Awards

**Awarded in 2017 as Tourism Personality of the Year**

**Awarded in 2018 "Special Recognizment Award" FD New York City**

**Personal Achievment & Special Project 2017/2018**

"Support for Ca' Sagredo" by Lorenzo Quinn

**Institutional Roles**

**NATIONALS:**

***Since 2009***

Five stars hotel representative & e Board Member of the Official Venetian Hotels Association ( A.V.A)

***Since 2013***

5 stars Hotels Consultant in the Veneto Regional Institute (Tourism Board)

***Since 2016***

Board Member of Business Management Department Consilium – University of Ca' Foscari Venezia

**INTERNATIONALS:**

***Since 2013***

serving as Vice President of the NY City International Columbia Association- Venice Office

***Since 2014***

serving as "Ambassador of Principauté de Monaco Tourism " in Italy

***Since 2018***

serving as Skall International President Venice Club

## Education, Degrees

Dates	<b>June 1995</b> University of Venice Far East Department Post –University PhD
Title of qualification	Chinese Contemporary Art <i>“Dottorato Ricerca in Arte Contemporanea Cinese “</i> Thesis title <i>“The New Literati Painting in Contemporary China”</i> 中國新年文人畫家
Dates	<b>November 1993</b> University of Venice Far East Department – Chinese Language Business & Culture
Title of qualification	<b>“Laurea in Lingue e Letterature Orientali 110 e Lode”</b> Thesis title <i>“Contemporary Chinese Painting”</i> 中國新聞人滑
Dates	<b>1992</b> Université de Langues Orientales - Paris
Title of qualification	Maîtrise en Langues Orientales (Chinois) Thesis title <i>“La Peinture Chinoise traditionnelle”</i> 中國華
Dates	<b>1989-1985</b> École Européenne – Bruxelles Uccle

Title of qualification

Baccalaureat 95/100

**HOTEL MANAGEMENT  
BUSINESS DEGREE**

**1996 /1997**

Ecole de Lausanne

Post bachelor's degree in Hotel Management

**2013/2014**

Unversity of Venice- Ca' Foscari Intensive Management Course  
(interdisciplinary) areas:

finance, marketing, human resources management, innovation,  
entrepreneurship and sustainability.

Mother tongue

**ITALIAN**

Other languages

**ENGLISH- FRENCH- SPANISH-GERMAN - CHINESE**

Self-assessment

*European level (\*)*

	Understanding		Speaking		Writing	
	Listening	Reading	Spoken interaction	Spoken production		
<b>English</b>	C2	C2	C2	C2		C1
<b>French</b>	C2	C2	C2	C2		C1
<b>German</b>	B2	B2	B2	B2		B1
<b>Spanish</b>	B2	B2	B2	B2		A1
<b>CHINESE</b>	C1	B1	B1	B1		B1

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## PRESENT OCCUPATION

May 2007 to present

### **General Manager (Direttore Generale)**

CA' SAGREDO HOTEL

Five stars deluxe, member of "Small Luxury Hotel of the Worlds"

42 rooms

(in charge of preopening operations of the hotel in 2006 – hotel opened in 2007)

\*Inquadramento: Dirigente\*- SENIOR MANAGEMENT LEVEL

**Main responsibilities include managing the daily hotel operations to achieve planned goals**

IN CHARGE OF:

#### Financial Control Overall

- In charge hotel budget overall
- Responsible for the preparation of property P&L
- Producing hotel monthly and annual reports
- managing budget and financial plan
- cost control

#### Human Resources

- Oversee the recruitment, selection and training of staff
- In charge of a team of 40 staff
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#### Hotel operations –all departments:

housekeeping, front office & back office, maintenance, food & beverage

#### Sales and Marketing Department, -PR and Customer Service Team

- Creating marketing plans
- implement long range and short terms marketing strategies.
- Coordinating hotel advertising, public relations, and promotional programs.
- sales and marketing activity direct planning for sales, identify marketing initiatives, develop target and market segments plans., develop actions for customer identification and experience definition, channel mix, pricing, promotions,
- develop brand awareness, strategic projects within the brands and marketing programmes
- direct Pr and Customer Service Team : develop and implement a customer service policy for an entire organisation;
- measurement of customer satisfaction and improve services;
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#### -Meeting & Events & Booking Office

- Supervising Booking and Event office
- Revenue management

#### Travelling worldwide:

- attending SLH Showcases, Virtuoso Symposiums, Seminars and Travel Weeks , Condast Johansens, Signature, Ensemble , American Express FH&R

## **Ca'Sagredo Awards- Nominations- Accolades**

### **2018**

*Amour Forum Award : " Most Romantic European Hotel "*

### **2017**

*Best Hotel by Region: 5th of the "Italian Best Hotels"*

*Condé Nast Johansen: finalist for the category "Best Hotel for Wedding & Events"*

*Venice Hospitality Challenge Regatta: 1st place with Yacht Maxi Jena*

*T+L, 500 The World's Best Hotels 2017*

### **2015**

*Best Hotel by Region: 12th of the "Italian Best Hotels"*

*Condé Nast Johansen: finalist for the category "Best Urban Hotel"*

*Venice Hospitality Challenge Regatta: 1st place with Yacht Maxi Jena*

*T+L, 500 The World's Best Hotels 2015*

### **2014**

*T+L, Best Hotels in the World: ranked # 9<sup>th</sup> among the "Ten European Best Small City Hotels"*

*Condé Nast Johansen: awarded as "Best Hotel for Weddings, Parties and Special Events" 2014*

*Condé Nast Traveler, Gold List, World's Best Places to Stay: voted as "One of the Best Italian Hotels"*

### **2013**

*Small Luxury Hotels of the World: awarded by Travel Agents as "European Favourite City Centre Hotel"*

*T+L, Best Hotels in the World: voted as "One of the Twenty Italian Best Hotels"*

*Condé Nast Traveler, Gold List, World's Best Places to Stay: voted as "One of the Twenty Italian Best Hotels"*

### **2012**

*T+L, World's Best Awards: ranked 4th on the "European Small City Hotels" category*

*Andrew Harper: "Reader's Choice Award"*

*Citalia: awarded for "Outstanding Quality & Service"*

### **2011**

*Condé Nast Johansens: awarded for "Most Excellent Hotel of the Year"*

*Condé Nast Traveler: "Reader's Choice Award"*

*Citalia: awarded for "Outstanding Quality & Service"*

### **2010**

*Condé Nast Johansens: Grand Finalist for "Hotel of Excellence"*

### **2009**

*Andrew Harper: "Grand Award Winner"*

*Virtuoso: nominee for "Hotel of the Year Best of the Best Awards"*

*Condé Nast Traveller: voted as "One of the Hottest New Places in the World"*

## WORKING EXPERIENCE

Dates	<b>October 1<sup>st</sup> 2004 to 2006</b>
Position held	<b>Deputy General Manager (Direttore Operativo - Quadro A)</b> San Clemente Palace Hotel & Resort - THI srl International Five stars deluxe, member of <i>"The Leading Hotels of the World"</i> – 200 rooms, private island, hotel & resort
Main responsibilities	Report to: General Manager Main Duties: <u>Hotel operations: Front Desk, Housekeeping, F&amp;B outlets, Beauty &amp; Spa, Boutique</u> <ul style="list-style-type: none"><li>• develop and implement strategic plan, goals, objectives, policies and procedures for hotel departments</li><li>• supervise day by day work and performance of Heads of Departments</li><li>• maintain property quality standards and formulate new internal procedures</li><li>• drive implementation of LHW standards (hotel entered LHW beginning of October 2004)</li><li>• assist General Manager with budget development and determine budget allocations</li></ul> <u>Sales and Marketing Department, PR and Customer Service Office Events Office, Individual Booking Office</u> <ul style="list-style-type: none"><li>• responsible for sales and marketing activity plan</li><li>• responsible for the PR team and Customer Service team</li><li>• direct strategic planning for sales, identify marketing initiatives, develop target and market segments plans. Lead team in developing actions for customer identification and experience definition, channel mix, pricing, promotions</li><li>• develop strategic projects within <i>"The Leading Hotels Of the Worlds"</i> Marketing programmes</li><li>• attend Leading Hotels of the World Showcases, Virtuoso Symposiums, Seminars and Travel marts (travelling extensively within Italy and abroad)</li></ul>
Employer	San Clemente Palace Hotel & Resort,- Italy
Dates	<b>01 June 1999 to 30 September 2004</b>
Position held	<b>Deputy General Manager (Vice Direttore- Quadro B)</b> Luna Hotel Baglioni - Baglioni Hotels Spa Five stars, member of <i>"The Leading Hotels of the World"</i> , 109 rooms



Main responsibilities	<p>Report to: General Manager</p> <p><u>Hotel operations: Front Desk, Housekeeping, F&amp;B, Sales &amp; Marketing</u></p> <ul style="list-style-type: none"> <li>• in charge of organizing and running Hotel Departments</li> <li>• drive branding guidelines and maintaining property quality standards</li> <li>• responsible for enrolling hotel into “ The Leading Hotels of the World” in 2001 and implementation of LHW standards</li> <li>• producing together with General Manager the hotel budget</li> <li>• responsible for budgeted targets</li> <li>• in charge of Sales &amp; Marketing action plan</li> <li>• provide General Manager with business forecasts and market analysis</li> <li>• attend Leading Hotels of the World Showcases, Virtuoso Symposiums, Seminars and Travel marts (travelling extensively within Italy and abroad)</li> <li>• develop Chinese market for Baglioni Hotels</li> </ul>
Employer	Baglioni Hotels Milan- Italy
Dates	<b>1999-1997</b>
Position held	PR and Guest Relations Manager Hotel Des Bains & Hotel Excelsior – Complex Lido Starwood Hotels & Resorts
Main activities	<p>Report to: Resident Manger</p> <ul style="list-style-type: none"> <li>• in charge of PR and Public relations</li> <li>• increase selling and maximize revenue</li> </ul>
Employer	Starwood Hotels & Resorts Venice- Italy
Dates	<b>1996-1995</b>
Position held	Receptionist/Booking Office Secretary Starwood Hotels & Resorts – Central Head Office in Venice, Hotel Danieli, Europa & Regina
Main activities	<p>Report to: Front Desk Manager</p> <ul style="list-style-type: none"> <li>• as a receptionist: day to day operations</li> <li>• as a Booking Office Secretary: day to day operations, responsible for revenue in the individual market segment.</li> </ul>
Employer	Starwood Hotels & Resorts –Venice- Italy
Dates	<b>1995-1993</b>
Position held	PR Office - Venice Film Festival (Ufficio Eventi Collaterali) Ente Autonomo la Biennale di Venezia

Main activities	<ul style="list-style-type: none"> <li>personal assistant to Film Festival Director (Mr Gillo Pontecorvo)</li> <li>PR and Costumer Manager</li> </ul>
Employer	Ente Autonomo la Biennale di Venezia, Palazzo Giustinian Venice - Italy
Computer skills	MAC, Windows, Ms - Excel, Ms Power Point, Internet Explorer Operating systems: FIDELIO, HOTEL ++, OPERA, FIDELIO 8
Certificates	CeFire Safety Certificate AAAdvanced First Aid
<b>TEACHING/SEMINARS</b>	
<p><b>May 2016</b> Held two lessons University of Venice- Tourism Management Department on: maximizing hotel revenue in independent hotels – 5 stars</p> <p><b>February 2016</b> Invited as speaker University of Venice- Business Management Department: on Cultural Industry ad Travel Industry</p> <p><b>November 2015</b> Invited as speaker University of Venice- Tourism Management Department on: The importance of Cosutomized Service in the Global Travel Luxury Industry</p> <p><b>Up to day – classes</b> training to hotels owners (and employees on different subjects relates to hotel management and operations (AVA_ Venice Hotel Association)</p> <p><b>October 2015</b> Invited as speaker in the Hotel Symposium of SLH –on “brand Awareness and Costumer Service in the luxury brands”</p> <p><b>October 2014</b> Ente Bilaterale del Turismo di Venezia (Regional Tourism Board) Organized a seminar on Chinese Market for Luxury Hotels From 2000 up to present University of Oriental Languages and Culture - Venice Teaching in courses on Chinese Contemporary Art Personal Assistant to Professor G.Calza (Art of Far East, China and Japan)</p>	
<b>PUBLICATIONS</b>	

**1995-2005**

University of Oriental Languages and Culture - Venice

*"The New Literati Painting in contemporary China"* 中國新年文人畫家 Thesis  
articles on Chinese Painting in "Meishu" 美術 and "Arte"

*Venice, June 2018*

