



Mario Chávez

Nationality: Canadian & Mexican | **Languages:** English & Spanish (Bilingual)
📍 Puerto Vallarta, Mexico | ✉ mchavez@rogers.com | 📞 +52 (322) 275 8320
Immediate Availability | **Willing to Relocate**

General Manager | Luxury Resort Operations | Caribbean & International Expert

Respected bilingual hospitality executive with **27+ years of leadership in luxury resorts** across the **Caribbean, Mexico, Canada, and the U.S.**, including successful **pre-openings, rebranding, and operational turnarounds**. Proven track record driving **financial growth, service excellence, and cross-cultural team development** in upscale beachfront properties. Expert in **budgeting, P&L oversight**, and implementing **brand-aligned guest experiences**. Adept at leading through change, inspiring high-performance teams, and elevating global resort standards.

Core Competencies

Financial & Strategy: Full P&L Management | Budgeting & Forecasting | KPI Execution | Revenue Optimization
Operations & Guest Experience: Resort Openings | Brand Standards | Guest Journey Mapping | Quality Assurance

Leadership & Teams: Multinational Team Development | Service Culture | Retention & Training | Crisis Management

Sustainability & Market Expertise: Eco-Tourism | Green Certifications | Caribbean & Coastal Resort Leadership

Professional Experience

General Manager

Olas Altas Resort, Puerto Vallarta (LGBQ+ Community)

February 2025 – Present

- **Comprehensive Resort Management:** Operations management with a focus on first-class hospitality in a highly competitive market.
- **Guest Experience:** Design and implementation of inclusive entertainment, culinary, and activity programs that strengthen the resort's identity.
- **Financial Results:** Cost control, operational efficiency, and additional revenue generation from food, beverages, and experiences.
- **Inclusive Leadership:** Coordination of a multicultural team, fostering diversity, motivation, and professional development.

Director General

Taanah Glamping & Hotel (Hacienda Coyotes) – Guadalajara, Mexico

Feb 2024 – Feb 2025

Luxury eco-resort featuring glamping, boutique accommodations, and curated wellness experiences.

- Developed and launched 46-unit sustainable resort operation, integrating nature, wellness, and premium service.
- Built high-performing operational teams; implemented clear KPIs and reinforced guest-focused culture.
- Designed immersive events aligned with "Destination Inclusive®" concepts, increasing guest engagement.

Hospitality Consultant & Development Strategist

Independent – Caribbean, Mexico & Latin America

2017 – 2024

- Led the concept development of *The Point Project*, a mixed-use hospitality complex including luxury hotels, beach clubs, and transport infrastructure.
- Oversaw the operational redesign of *Radisson Trinidad*, improving guest service protocols and compliance.
- Delivered strategic business plans and operational audits for multiple hospitality assets across LATAM.

General Manager

Villa del Palmar Beach Resort & Spa – Puerto Vallarta, Mexico

Dec 2014 – Jun 2016

- Directed full operations of a 400+ room beachfront resort; optimized financial performance and service standards.
- Reduced guest complaints by 25% through staff engagement, SOP alignment, and guest journey mapping.
- Introduced recognition and wellness programs that boosted retention and interdepartmental collaboration.

General Manager

Blue Sensatori Jamaica by Karisma – Negril, Jamaica

Apr 2014 – Dec 2014

- Successfully led the **opening of a 136-suite 5-star resort**, implementing Karisma's "Gourmet Inclusive" concept.
- Achieved **Green Globe and Travelife certifications**, embedding sustainability into all operational layers.
- Strengthened VIP guest handling and optimized team structures for long-term success.

General Manager

Pinestone Resort, Spa & Golf Conference Center – Ontario, Canada

Nov 2011 – Dec 2013

- Oversaw full-service property with spa, golf course, and event venues; grew revenue 15% above budget.
- Launched seasonal programming and local partnerships, increasing year-round occupancy.

General Manager

Catalonia Bavaro Golf, Casino & Spa Resort – Punta Cana, DR

Feb 2007 – Oct 2011

- Directed operations for 600+ staff at one of Punta Cana's leading resorts.
- Spearheaded the **launch of Catalonia Royal Bavaro**, an adult-only luxury wing, setting premium service protocols.
- Reduced staff turnover by 30% through leadership training, mentorship, and service culture initiatives.

General Manager, Accor Hotels – Canada (2004–2007)

Resident Manager, Howard Johnson – Miami (2002–2004)

General Manager, Fairfield Inn by Marriott – USA (2000–2002)

Reception Manager, Sheraton Hamilton Hotel – Canada (1998–2000)

Rooms Division Manager, Qualton Resort & Spa – Mexico (1995–1998)

Rooms Division Manager, Occidental Resorts – Mexico/DR (1993–1995)

Public Relations Manager, Club Med – Multiple Locations (1986–1992)

University of Wisconsin–Milwaukee – BBA, Business Administration

Cornell University School of Hotel Administration

- Hotel Revenue Management
- Financial Accounting in Hospitality
- Tourism Marketing & Sales Strategy
- Hospitality Leadership & Strategic Decision-Making

- Dual Citizen: Canadian & Mexican | Open to relocation & permit sponsorship
- Caribbean Expertise: Extensive GM experience in **Jamaica, Dominican Republic**, and consulting across the region
- Strong focus on **luxury coastal operations**, sustainability, and **multi-cultural team leadership**