Graeme Berwick

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Professional Profile

Accomplished Programme Director, Company Managing Director, and Account Director with global leadership experience across the hospitality, construction, and asset management industries. Expert in strategic planning, complex program delivery, and IT/engineering project management for luxury hotel brands across seven continents. Recognized for building high-performing teams, refining operational processes, and driving business transformation in challenging environments. Proven ability to manage P&L responsibilities exceeding USD 45M, lead multi-property rollouts, and foster strong relationships with senior stakeholders. Skilled in systems integration (ICAT, BMS, PMS, GRMS, AV, Telecoms, Security), asset management, and brand standard compliance. Dedicated to continuous improvement, mentorship, and innovation across technology and engineering disciplines.

Core Competencies:

- Global Program & Project Management (Prince2, ITILv3)

- Hospitality Management, Technology & Engineering Expertise

- P&L Ownership and Financial Stewardship

- Asset Management & Due Diligence

- Team Building, Succession Planning & Change Leadership

- Brand Standards & Quality Assurance Development

- Negotiation, Vendor Management, and Strategic Partnerships

- Systems Integration and Process Development

- Complex Stakeholder and Board-Level Engagement

- HVAC, Renewable Energy, and Sustainable Solutions

Career Objective

Seeking a senior leadership role or deployment role where I can leverage my global experience in hospitality, construction, and asset management to drive strategic initiatives, optimize operational performance, mentor high-performing teams. Hotel openings and re branding are a passion. Open to relocation for the right opportunity. Known for being a trusted leader in diverse and challenging environments, I bring a hands-on approach to complex project delivery, stakeholder management, and innovation. At home in either a corporate or operational environment and remote or on-site deployments for short or extended periods internationally.

Career Summary

Operto Guest Technology 2023 -

- Originally employed by StayMyWay, later acquired by Operto. I support Accor Hotels worldwide as my main account along with a number of other smaller hotel chains. Worked with Accor to refine the Guest Digital Journey and reception less check in. Maintained Salesforce and worked with the development team to further enhance the product while writing supporting documentation. On and off-site operational training.

11454331 Canada Inc. | Owner | 2019–2023

Consultant in Hospitality, Healthcare, and Asset Management

- Founded and operate a successful consultancy providing project management, engineering, and asset management services to hospitality and healthcare sectors across North America and Europe.

- StayMyWay Worked with a development team based in Spain while supporting world wide customers including Accor Hotels in the role out of Digital Keys via an SDK embedded in loyalty apps. Responsible for Sales and Project Management worldwide from initial enquiry to live support.

- **InnVest Hotels Canada**: Acted as Project/Engineering Director for Comfort Inn brand refresh, overseeing design, tenders, contractor selection, model room approvals, and national rollout. Led negotiations with key suppliers and managed large-scale asset management initiatives.

- **Westminster Development Services, UK (Raffles London at OWO)**: Advised on technical services, created teams, and interpreted Accor standards for high-profile hotel project.

- **OHL Spain (Four Seasons Madrid)**: Conducted contract reviews, contractor management, IT/Engineering handover documentation, and room inspection processes during the hotels opening process. Worked with the operator (Four Seasons) to ensure operational efficiency.

Lutron Electronics | Hospitality Accounts Manager | London, UK | 2018–2019

- Established a hospitality division within a commercial lighting powerhouse, targeting European markets. Including suitable commercial premises, payroll and HR systems.

- Developed new distribution channels, with training and certification. Built a 24/7 support center, and adapted products to European standards and requirements.

- Achieved record-breaking sales within 3 months, outperforming US markets by strategically engaging senior hospitality leaders and brand teams.

Four Seasons Hotels and Resorts | Senior Manager, Design & Construction – Technology & Engineering | Toronto, ON | 2012–2018

- Spearheaded IT and engineering design for multiple luxury new builds and rebrands, expanding Four Seasons' global footprint across 7 continents.

- Delivered full lifecycle project management (design, installation, commissioning, handover) for 12+ major openings including Moscow, Abu Dhabi, London Trinity, Madrid, Dubai City, Miami Surfclub, and major refurbs Seychelles Palm Beach.

- Co-authored global ELV standards and developed the corporate "Hotel Opening Playbook" to streamline new property launches. Used as a communication tool for internal stakeholders as well as operations teams and Hotel owners.

- Drove innovation in residential technology integration, supporting the company's expansion into luxury residential offerings.

- Negotiated bespoke product adaptations with vendors (e.g., Lutron, Assa Abloy) to enhance the guest experience while maintaining scalability across the brand.

Dorchester Collection | Area Group Head of IT / Senior Director | London, UK | 2009–2011

- As owner / operator, Built and led a global IT/Engineering support structure for luxury hotel openings and operations. Opening 45 Park Lane and Coworth Park while also heading the hotels IT, switchboard and reservations departments, including weekend Duty Manager for all 3 Hotels.

- Centralized worldwide sales call centers, optimized guest experience through advanced CRM/telecom systems.

- Consolidated data centers across UK and US regions, implementing virtualized environments and disaster recovery plans.

- Delivered board-level strategy presentations for expansion into luxury residential management.

Making IT Easy | Managing Director | 2003–2009

Global IT, Engineering, and Hospitality Consultant

- Directed complex projects for leading brands including IHG, Accor, Hilton, Jumeirah, Selfridges, and Ricoh Arena.

- Specialized in hotel openings, system standards development, and business transformation consulting. Working for Owners, Operators and vendors.

- Supported critical rebranding initiatives and new hotel openings across EMEA and North America. Often used as a trouble shooter and project restructuring to meet dates.

InterContinental Hotels Group (IHG) | Senior Project Manager / Director – EMEA | 1995–2003

- My Introduction to Hospitality, part of my induction was working 2 weeks on reception at the Forum / Holiday Inn Kensington. Going on to join the Fast Track program, teaching me the disciplines required for process and people management.

- Wrote and implemented IT opening processes for all new and rebranded hotels across EMEA.

- Contributed to and implemented IT Brand standards for 6 brands.

- Led IT/engineering projects in 40+ hotels across 30 cities, worldwide. Overseeing multi-million technology rollouts.

- Managed major rebranding project for 90 hotels (Posthouse to Holiday Inn), ensuring brand standard compliance and technology upgrades.

- Delivered executive-level budget presentations and drove vendor selection/tender processes.

British Telecom (BT) | Various Roles | London, UK & New York, USA | 1983–1995

- Completed a telecommunications and electronics apprenticeship, earning two degrees.

- Served a one-year secondment in New York designing Forex trading platforms for City Business Products.

- Progressed into senior roles in Business Systems Planning and Project Management, specializing in hospitality technology systems across the UK.

- Worked with Nortel and Avaya to develop the Hospitality side of their PBX offering and standardising communication to other systems.

Education

HNC / Bachelor's Degree – Electronics and Electrical Principles
United Kingdom

HNC / Bachelor's Degree – Telecommunications
United Kingdom

British Telecom Apprenticeship Program
Telecommunications and Electronics | London, UK

Certifications & Skills

- **Project Management**: PRINCE2 Certified | ITIL v3 Foundation Certified

- **Technology Systems**: BMS, PMS, GRMS, AV, Security (CCTV, Access Control), Telecoms, HVAC systems

- **Software Expertise**: Microsoft Project, Word, Excel, PowerPoint | Oracle Opera PMS | HIS | Agilysys POS | EFT | SpaSoft | HSIA | VMWare | Backup Exec | MCSE (Microsoft Certified Systems Engineer)

- **Engineering Expertise**: HVAC (VRF, Chilled Water, Heat Pumps, Solar), Plumbing (UK CORGI Certified)

- **Process Design & Compliance**: SOP Development, Brand Standards Compliance, Quality Assurance Program Designer

- **Training & Mentorship**: Staff Development, Leadership Succession Planning, Teaching and Workshop Facilitation

- **Systems Integration**: End-to-end integration of IT and Engineering across multi-property portfolios

- **Languages**: Fluent English | Intermediate French

Professional Associations and Additional Qualifications

- **Day Skipper License** (Boating – UK)

- **First Aid Certified**

- **Former Sergeant, UK Territorial Army (265 Signal Squadron)** – Leadership, communications, and logistics experience

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Personal Details

- **Nationality**: Dual Citizen – Canadian and British (Nexus Member)

- **Driving Licence**: Full, Clean (Canada/UK)

- **Health**: Excellent; Non-Smoker

- **Mobility**: Willing to travel or relocate internationally

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Interests

- Sailing and boating

- Restoring a 1952 VW Beetle

- Plumbing and mechanical restoration

- Travel (professional and personal)

- Classic pinball machine restoration

- Speaking at hospitality and technology industry conferences (e.g., Eurotech, HITEC)

References

Available upon request.