



THE
LUXURY
COLLECTION®

General Manager

The Palace, a Luxury Collection Hotel, Madrid
(Archer Hotel Management)

Candidate Pack

Contents

01.	Executive Summary	2
02.	The Palace, a Luxury Collection Hotel, Madrid	3
03.	Archer Hotel Management	4
04.	Role Description	6
05.	Person Specification	9
06.	Appointment Details and How to Apply	10

01. Executive Summary

In early 2025, the landmark 112-year-old Palace Hotel in Madrid transitioned from being a Westin property to become part of Marriott's prestigious 'Luxury Collection'. As a result of this change, the Palace's operator, Archer Hotel Management (AHM), is seeking to appoint a General Manager.

AHM took over management of the Palace Hotel in March 2024 and is currently overseeing a €100 million investment on a comprehensive renovation of the Hotel's rooms, public areas, and F&B offering. Bedrooms and suites are now completed, and the rooms refurbishment was completed by the end of February 2025 and re-launched on March 4th, 2025.

But the gearshift towards a genuine luxury offering is about more than just physical surroundings. Archer also intends to enhance the property's culture and operating standards, and it wishes this transition to be led by someone who instinctively understands what a truly luxury offering looks and feels like.

Reporting to the Managing Director of Archer Hotel Management, the General Manager will be responsible for the successful leadership of the

Hotel, including operations, guest and employee engagement, financial performance, sales and revenue generation, staff development and talent retention, and deployment of ESG strategies, above and on-property.

We are seeking a dynamic and inspiring leader to take over a well-established and experienced team who are deeply loyal to the hotel, building, and history. A driven, knowledgeable, and hands-on General Manager, with an established knowledge of the Spanish luxury hospitality market, the successful individual will possess an international outlook, and a proven track record of success in leading luxury hotels or resorts. Fluency in both English and Spanish is essential.

Barbara Taylor from Society is assisting Archer with this placement, and please contact her for a confidential discussion on Barbara.taylor@society-search.com. The deadline for receipt of applications is midday Friday, 06 June 2025.



02. The Palace, a Luxury Collection Hotel, Madrid

The Palace, a Luxury Collection Hotel, Madrid is an authentic landmark situated at the very heart of Madrid. It takes up a full city block and combines century-old grandeur with the very best of modern hospitality.

Built in 1912, this regal building was the brainchild of King Alfonso XIII and was the largest hotel in Europe when it opened.

For the past 112 years, the Palace Hotel has played a central role in almost all the important events connected with Spain's history. It has hosted guests from Pablo Picasso and Marie Curie through to Ernest Hemingway and Lauren Bacall, as well as countless Heads of State.

The Hotel's location in the renowned Art Walk is included in the UNESCO World Heritage List as "Paisaje de la Luz" (The Landscape of Light). This area encompasses the city's most renowned museums, El Prado, Reina Sofía, and Thyssen-Bornemisza, as well as many of its most important monuments. It is also only a few steps away from El Retiro Park, an oasis of calm in the bustling metropolis.

For the past 24 years, the hotel has been named 'The Westin Palace Madrid'. However, a major programme of renovation and refurbishment is currently underway, costing around €80 million.

At the conclusion of this work, the Hotel will be transferred from Marriott's Westin brand into The Palace, a Luxury Collection Hotel, Madrid.

Although its restaurants and amenities will evolve as part of the ongoing renovation and rebranding, the Hotel's current offering includes:

- La Cúpula Restaurant, under Executive Chef Nuno Matos
- La Cúpula Bar
- The 27 Club
- 20 multi-functional rooms for up to 700 people, including the Medinacelli Ballroom, Neptuno Room and Mata Hari function rooms;
- a Fitness Centre.

Under AHM's stewardship, The Palace Madrid Hotel is committed to a sustainable future. All operations are guided by ESG principles, aligning with AHM's energy and carbon intensity reduction targets and compliance with Global Sustainable Tourism Council standard.

Hotel Fact File

Number of Floors	6
Number of Rooms	470
Number of Suites	50

03. Archer Hotel Management

Archer Hotel Management (AHM) is the owner-operator for a selection of upper-upscale and luxury properties within the Archer Hotel Capital (Archer) portfolio.

The AHM portfolio currently comprises seven hotels – three in Paris, one in Brussels, one in Amsterdam, one in Stockholm, and one in Madrid. An eighth property is currently under construction in Seville.

By 2026, the business anticipates operating 2,300+ keys, with over €250 million in total revenue, a headcount in excess of 1,200 and at least €80 million NOI under management.

Looking to the future, Archer anticipates additional acquisitions and dispositions.

Archer's culture is fast-paced and dynamic, with comparatively flat structures, open lines of communication, and a willingness to challenge the status quo. The business exhibits a close-knit, collaborative culture, where healthy competition is balanced alongside supporting each other towards shared success.

AHM's parent company, Archer Hotel Capital, was founded in 2018 with backing from the institutional investors APG and GIC. With high-quality assets in gateway European cities, Archer Hotel Capital has a total portfolio currently valued at over €2.7 billion and is actively seeking opportunities to grow.

AHM has been established to give Archer greater control and create better alignment with the individual properties. It has a strong focus on:

- enhancing the long-term financial performance, profitability and asset value of its hotels;
- taking action on Environmental, Social and Governance (ESG) issues and promoting sustainability;
- driving improvements in guest satisfaction and quality.

The Archer team has grown from eight to 30 people in the last five years and has offices in Amsterdam and London. The AHM team is primarily London-based.

Key Team Members



Matthew Dixon
Managing
Director



Alison Farrell
Head of Operational
Finance



Marc-Andrea Levy
Head of Restaurant and
Bar Operations



Lukas Peter
Head of Revenue and
Commercial Strategy

For more information, visit www.archerhotelmanagement.com



04. Role Description

Reporting to the Managing Director of Archer Hotel Management, the General Manager will be responsible for the successful operational and day-to-day leadership of The Palace, a Luxury Collection Hotel, Madrid.

The General Manager will be accountable for all hotel operations, including guest and employee engagement, financial performance, sales and revenue generation, staff development and talent retention, and deployment of above-property ESG strategies. This position will cultivate a continuous and dedicated focus to curating a bespoke luxury experience for guests, that both anticipates and appeals to their needs. The General Manager will also work to maintain an entrepreneurial and highly commercial culture across all levels of the property.

Key responsibilities will include:

Commercial

- continuously working to identify and maximise revenue opportunities for the hotel;
- meeting and exceeding financial targets;
- regularly reporting to the AHM management team;
- overseeing pricing strategy, revenue management, and forecasting and ensuring alignment with agreed targets;
- ensuring adoption of best-in-class revenue maximisation tools and practices at property level;
- overseeing all sales-related activities to ensure that both financial and customer satisfaction targets are met and exceeded.

External Positioning

- proactively positioning the hotel as a leading establishment in the local community and identifying opportunities for business development;
- sourcing, evaluating, and securing relevant sponsorships with external partners that generate exposure for the hotel and support brand development;

- actively engaging with local tourism authorities;
- representing the hotel with local charitable and not-for-profit entities, including outreach or volunteering opportunities and board participation;
- developing and managing property collateral;
- taking responsibility for advertising opportunities and spend;
- ensuring the effectiveness of a targeted social media and public relations strategy in reaching desired demographics.

Financial

- taking ownership of daily, weekly, and monthly financial reporting to ownership;
- maintaining and setting budgets and financial plans;
- controlling expenditure, maintaining statistical and financial records;
- cash management and control procedures;
- ensuring cost control and productivity across all departments and carefully analysing activities to proactively identify any problem areas and take appropriate action to increase margins and profitability.

Operational

- proactively and effectively managing any and all property issues, including but not limited to capital projects, customer service, and refurbishment;
- holding regular briefings and updating meetings with all the Heads of Department, ensuring consistent oversight and control of all activities in the hotel;
- seeking and responding to guest feedback;
- driving continuous excellence in service levels and guest experience;

- meeting and greeting customers arriving at the hotel;
- effectively dealing with any customer complaints and comments;
- ensuring all customer feedback on online platforms is provided with a pre-approved response within 24 hours;
- addressing and troubleshooting all operational issues within the hotel in a timely manner.

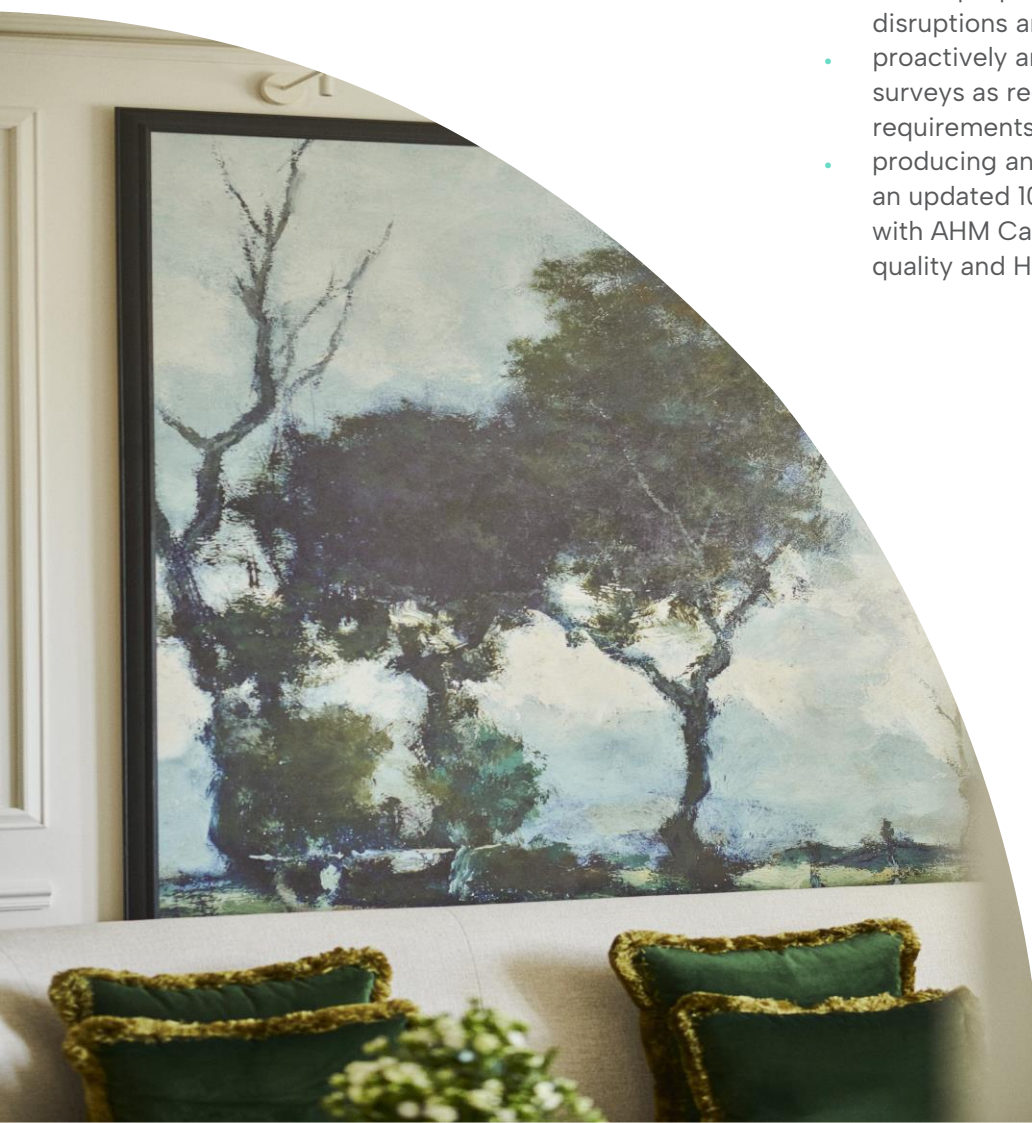
Leadership

- managing and mentoring the Heads of department to encourage their career progression and development;
- proactively and effectively succession planning for significant positions within hotel leadership;
- attracting, retaining and motivating all property staff;
- responsibility for performance reviews, employee disputes and discipline
- leading the property team to uphold the highest service standards and ensure an unparalleled guest experience;

- creating an open and inclusive working environment for everyone;
- monitoring and maximising efficiency of staffing costs;
- ensuring that employee handbook and induction programmes are effective, relevant, and up-to-date;
- continually educating and updating staff with facts about the property including but not limited to any updates to the physical hotel, the history of the building, and its unique selling points.

Compliance

- ensuring that all recruitment, management, and dismissal processes are aligned with legislation and meet regulatory requirements;
- ensuring compliance with licensing laws, health and safety regulations, and any other statutory requirements;
- responding to audit findings to ensure any required improvements are delivered on;
- supervising and coordinating all work carried out on the property, always seeking to minimise disruptions and impact on guest experience;
- proactively arranging all maintenance checks and surveys as required to meet regulatory requirements;
- producing an annual Capital Plan, and maintaining an updated 10-year Capital Plan, in collaboration with AHM CapEx team, to ensure that all property quality and Health and Safety standards are met.





05. Person Specification

We are seeking a driven, experienced, and hands-on General Manager, with an established knowledge of the Spanish luxury hospitality market, an international outlook, and a proven track record of success in leading luxury hotels or resorts.

The successful candidate will be expected to demonstrate evidence of the following:

- in-depth and comprehensive knowledge of the luxury hotel industry in Europe and in Spain in particular;
- demonstrable operational management experience in a luxury hotel environment, ideally at a similar *scale* to the Palace Hotel;
- an understanding of what it means to lead a heritage property with some very invested stakeholders;
- a strong track record of managing budgets, revenue proposals, and forecasting results;
- excellent leadership skills, with the ability to effectively manage and motivate a team to exceptional performance levels and exceeding targets;
- strong commercial acumen;
- experience of successfully and creatively driving business development;
- the ability to deliver results in a high-pressure environment;
- computer literacy, with experience of Microsoft Office, Opera V5 and common hotel property management systems;
- exceptional communication skills, both verbal and written;
- a strong and continuous focus on customer service excellence;
- first-class presentation skills;
- a dynamic and loyal team player orientation;
- an attitude of accountability, resilience, and innovation;
- fluency in both Spanish and English.



06. Appointment Details and How to Apply

Archer Hotel Management is being assisted in this appointment process by the executive search firm Society (www.society-search.com).

Applications should consist of:

1. a concise covering letter (ideally no longer than two pages), addressing the criteria in the Person Specification;
2. an up-to-date curriculum vitae;
3. names and contact details of three referees (although referees will only be approached at the final stage of the process, and only with your express permission).

General advice on how to write a [strong CV](#) and [strong covering letter](#) can be found on our website.

To register your interest for this role, please contact Barbara Taylor on Barbara.taylor@society-search.com

The deadline for receipt of applications is midday Friday, 06 June 2025.

Shortlisted candidates will be invited to interview around Monday, 16 June 2025.

An appointment will be made subject to receipt of satisfactory references. The appointed candidate will be offered a salary that is commensurate with their experience and the seniority of their new role.

We are committed to ensuring that anyone can access our application processes. This includes people with hearing, sight, mobility, and cognitive impairments. Should you require access to this document in an alternative format, wish to apply in a different format, or need any other reasonable adjustments made for you (including at interview), please contact us at inclusion@society-search.com. We also welcome suggestions or comments about any more general access improvements we should consider.





Society

Global Executive Search

Society is a global executive search firm and a certified B Corporation. 10% of our profits go to charitable causes through The Society Foundation. With colleagues in the United Kingdom, the United States, and New Zealand, we solve senior hiring challenges for responsible businesses and purpose-driven organisations around the world.

We believe that the right candidate, placed in the right organisation at the right time, can initiate a chain reaction of transformative change that will help to deliver a more inclusive and sustainable future.

Certified



Corporation