



ARCHER | HOTELMANAGEMENT

Commercial Director
New Luxury Urban Resort Seville, Spain

Candidate Pack

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01. Executive Summary

The New Landmark Luxury Resort is opening in Seville, Spain in Q1 2027, and Archer Hotel Management (AHM) is looking to appoint a new Commercial Director, part of the Executive Committee and reporting to the General Manager.

The Commercial Director at the new Luxury Urban Resort in Seville will lead the commercial strategy for one of Spain's most significant hospitality openings. With a €165m+ new-build investment, designed by Lázaro Rosa-Violán, the property will open with 210 rooms and suites, five F&B outlets including a panoramic rooftop, a signature Andalusian patio, 1,000 sqm of event space, and a full wellness offering.

This role is critical in launching and positioning Seville's first large-scale luxury resort, driving performance across Sales, Marketing, Revenue, and Events to deliver projected stabilised results of 76% occupancy and €460 ADR.

The ultimate objective is to establish the resort as the benchmark luxury destination in Seville, attracting high-end leisure, social events, and international incentives while delivering Archer Hotel Management's ESG commitments.

The Commercial Director will have a dotted-line report to the AHM Head of Revenue & Commercial Strategy and will be responsible for building the Commercial team to support this position.

AHM is being assisted in this appointment by Society. Please contact Barbara Taylor on Barbara.taylor@society-search.com for a confidential discussion.

The last date for applications is **midday (GMT) on Friday 7 November 2025.**



02. About Archer Hotel Management (AHM)

Archer Hotel Management (AHM) is the operational arm of Archer Hotel Capital (AHC), managing upscale and luxury hotels across Europe. AHM is committed to delivering sustainable luxury, embedding entrepreneurial cultures, and achieving net zero carbon emissions by 2030.

The AHM portfolio currently comprises four hotels – one in Paris, one in Amsterdam, one in Stockholm, and one in Madrid. Two other properties are currently under construction both in Paris and 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
Director – Operational
Finance



Lukas Peter
Head of Revenue and Commercial Strategy

For more information, visit www.archerhotelmanagement.com

02. About the New Landmark Luxury Resort, Seville

Located on the historic tobacco factory site, this landmark project will include Seville's first new bridge in centuries, connecting the hotel directly with the city centre.

Highlights include:

- 210 rooms & suites (avg. 42 sqm / 452 sq ft)
- 700+ sqm rooftop with pool, bar and panoramic restaurant
- Signature Andalusian courtyard with water features
- Five F&B outlets and flexible options for groups/exclusives
- 1,000 sqm of meeting & event space (522 sqm ballroom plus breakouts) with a private entrance and lobby
- Full wellness offer including gym, treatment rooms and wet area circuit

ESG Commitment

The Seville hotel is being developed with a target of BREEAM Outstanding (top 1%), following low-carbon design principles throughout. It will apply WELL framework principles and include community engagement measures, reflecting AHM's commitment to delivering luxury responsibly.





03. Role Description

The Commercial Director's responsibilities extend to but are not limited to the following key responsibilities:

Strategic Commercial Leadership

- Develop and execute a commercial strategy reflecting AHM's ethos and the Seville resort's unique positioning as a landmark luxury opening.
- Build budgets and revenue goals aligned with a 3-year ramp to stabilisation.
- Deliver occupancy, ADR, revenue growth, and market share metrics in line with underwriting.
- Manage payroll and cost of acquisition with focus on ROI and channel efficiency.
- Recruit, train, and lead a high-performing commercial team from pre-opening through to stabilised operations.

Revenue Management & Optimisation

- Drive achievement of stabilised targets: 76% Occupancy rate / €460 ADR.
- Deliver €2m+ in banqueting, catering, and events revenue.
- Align forecasting, pricing, distribution and analytics with financial goals.
- Maximise total revenue opportunities across rooms, F&B, and events.
- Partner with Revenue Management and Finance on reporting, margin optimisation, and displacement modelling.

Brand Positioning & Communication

- Define and communicate the hotel's brand positioning in the luxury space.
- Approve and oversee all marketing, PR, digital, and content outputs.
- Ensure messaging highlights key USPs: landmark location, Andalusian courtyard, rooftop pool/bar, and ESG commitments.

Sales & Partnerships & Marketing

- Drive market penetration across Spain, Europe, US, and selected (ME/BRICS) markets.
- Lead luxury consortia partnerships and travel trade engagement.
- Develop digital acquisition, CRM, and loyalty strategies.
- Represent the hotel at tradeshow (ILTM, Virtuoso, Traveller Made, FITUR, ITB, ATM and others).
- Build and manage partnerships to enhance brand exposure and revenue.

Collaborative Expertise

- Collaborate with F&B, Operations, and Spa teams to commercialise all revenue streams.
- Engage with Seville and Andalusia tourism bodies to elevate destination profile.
- Partner closely with AHM's corporate commercial leadership and the franchise brand's commercial teams.
- Provide commercial leadership to the Executive Committee and Heads of Department.
- Ensure staff training covers property USPs and sustainability messaging.

Performance Indicators: (not limited to the below)

- RevPAR, TrevPAR, RevPAM performance against targets
- Market share and penetration growth vs comp set
- Direct booking share and CRM engagement metrics
- Event space utilisation and revenue contribution
- ESG milestones aligned with AHM targets.

This job description is not an exclusive or exhaustive list of all job functions an employee in this position may be asked to perform occasionally.





04. Person Specification

The successful candidate will be expected to demonstrate evidence of the following skills, capabilities, and experience:

Experience and Skills:

- Minimum five years in a leadership commercial role within a luxury or upper-upscale hotel, ideally with pre-opening experience.
- Strong track record in driving revenue, market share, and brand positioning.
- Experience across Sales, Marketing, Revenue Management, and PR/digital.
- Knowledge of Spanish, European, and US luxury travel markets.

Leadership and Management:

- Proven ability to recruit, lead, and mentor diverse teams.
- Strong commercial acumen with budgeting and forecasting expertise.
- Resilient, decisive, and able to manage pre-opening complexity.

Communication and Relationship Building:

- Excellent verbal and written communication in English and Spanish (additional languages an advantage).
- Strong stakeholder management across owners, partners, and local authorities.
- Networked within global luxury travel consortia and trade.

Technical and Analytical:

- High digital literacy and comfort with CRM, PMS, RMS.
- Data-driven decision-making and analytical rigour.

Ethics and Integrity:

- Uphold AHM's ESG and ethical commitments.
- Transparent, proactive, and collaborative in approach.



05. 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.

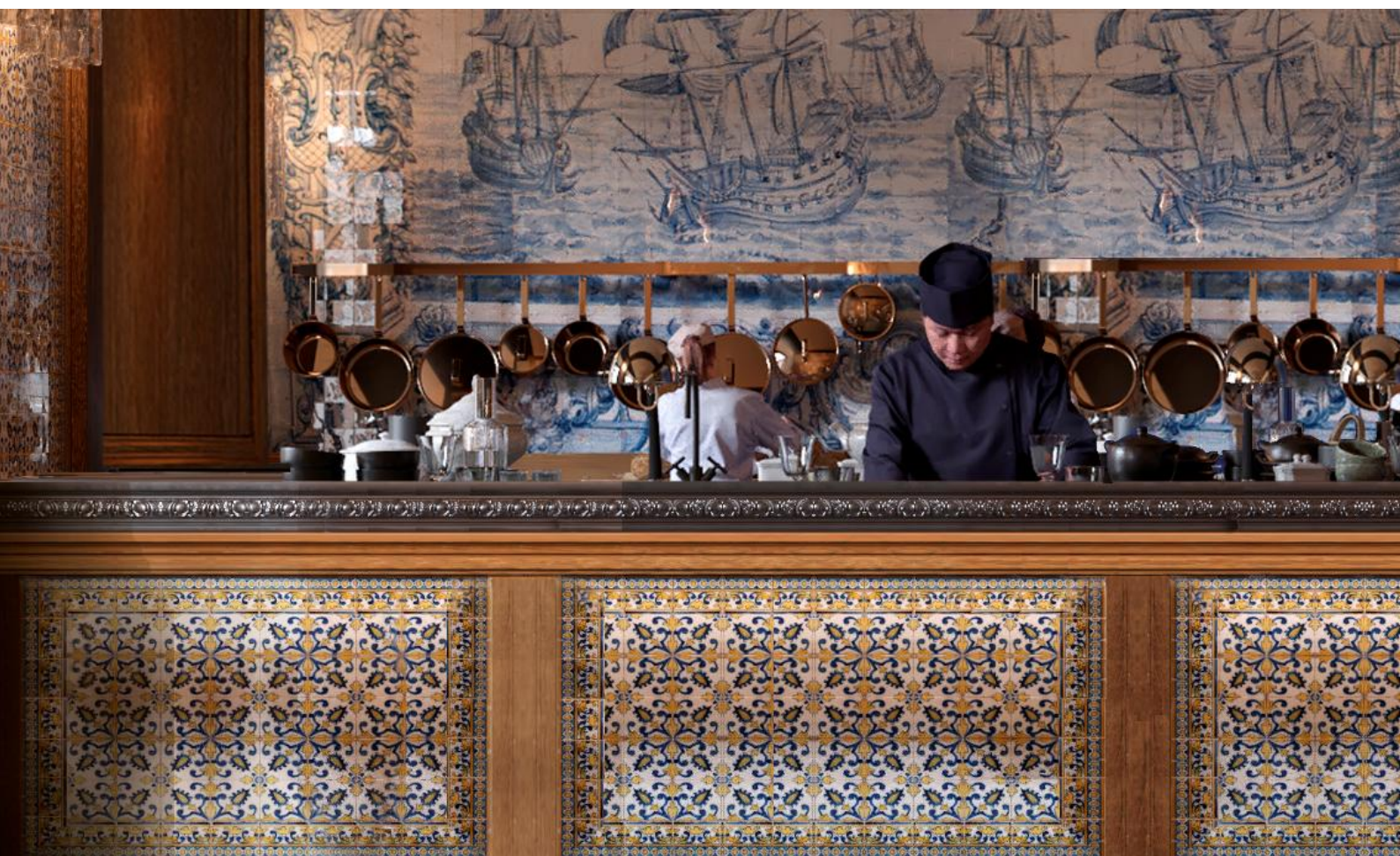
To upload your documents via Society's website, [click here](#).

The deadline for receipt of applications is **midday (GMT) on Friday, 7 November 2025**.

Shortlisted candidates will be invited to interview week commencing **Monday, 1 December 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.





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Global Executive Search

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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.

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