



BVLGARI
HOTEL LONDON

Commercial
Director

The Bulgari Hotel, London

Candidate Pack

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01. Executive Summary

The Bulgari Hotel, London, is seeking a new Commercial Director to join its Executive Team. This Hotel – alongside its sister properties in Italy, the UAE, Indonesia, China, France, and Japan – sets a new standard in luxury.

The Bulgari Hotel, London embodies the excitement of the magnificent Bulgari jewellery and fashion house; its timeless glamour, and its rich 140-year heritage. The Hotel's location within a short distance of Harrods and the exclusive boutiques of Knightsbridge, has established it as a destination of choice for those looking to enjoy the very best that the UK's capital city has to offer.

Reporting to the Managing Director, the new Commercial Director will lead and manage the Bulgari Hotel, London's 13-person Sales and Marketing Team, developing and delivering a coherent and ambitious sales strategy that ensures the Hotel's ongoing success.

Candidates should possess a proven track record of overseeing sales and marketing activity in a similar role within the luxury hospitality market. We are looking for ambitious and tenacious individuals who exhibit the entrepreneurial self-starting approach that characterises the Hotel's existing senior team.

The Hotel is being assisted in this appointment process by the executive search firm Society. Applications should consist of a CV and a covering letter. These can be uploaded [here](#) via Society's website. The deadline for receipt of applications is midday on Friday 15th March 2024.



02. The Bulgari Hotel, London

On 28th May 2012, the Bulgari Hotel, London, opened in the heart of central London's most prestigious area, Knightsbridge. It was the first brand-new luxury hotel in the city for 40 years.

The architecture and design of the Bulgari Hotel, London, pays tribute to Bulgari's silversmith origins, and to Britain's noble manufacturing traditions. Its rooms and facilities have understated, elegant décor, and were created with a notable generosity of space. Silver forms the underlying theme of the design throughout the building. The sleek architecture and refined interiors are designed by Antonio Citterio Patricia Viel and Partners, with Squire and Partners as the local architect, couple the Bulgari glamour and heritage with sustainable design features and state-of-the-art technology. Many of the furnishings and textiles throughout the hotel and residences are made exclusively for Bulgari, crafted by Italian manufacturers.

The Hotel extends six floors above ground, and it has a further six floors below ground. Its award-winning 2,000m² Bulgari Spa is regarded by many as the crowning achievement of the Hotel. Arranged over two levels, this urban oasis of tranquillity, boasts a 25-metre swimming pool lined with shimmering green and gold mosaic and vitality pool, entirely covered by gold leaf tiles.

The basement levels of the Hotel also contain a private cinema, a ballroom, a hairdressing salon, and the WORKSHOP gymnasium, as well as additional meeting and events spaces.

The Hotel's F&B offer includes a ground-floor lounge, the Italian restaurant Sette, a Cocktail Lounge, the Il Cioccolato chocolate shop, and the Edward Sahakian Cigar Shop and Sampling Lounge, as well as events and in-room dining.

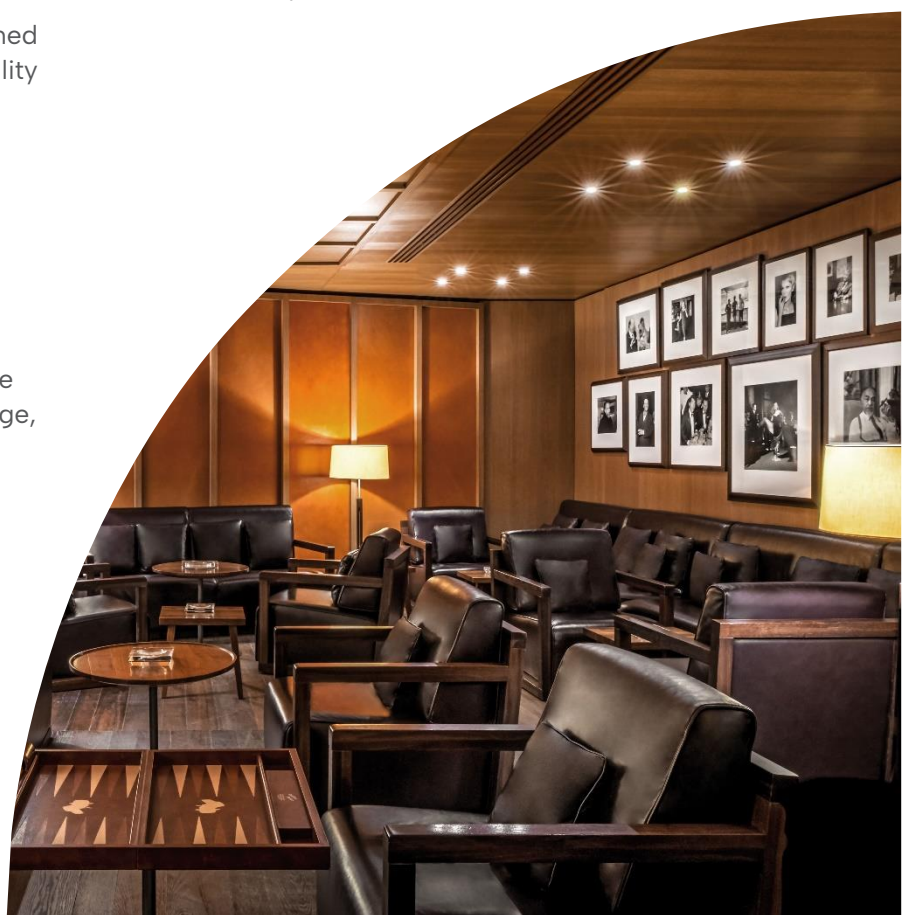
For more information, please visit www.bulgarihotels.com/en_US/london

Values

RADIANCE • GRACE • AUTHENTICITY •
PURE PRESENCE • INTEGRITY •
TRADITION OF EXCELLENCE

Bulgari Hotels & Resorts commits to enchanting its guests through inspired, radiant and graceful service. By practicing "pure presence" staff are empowered to enhance guests' prestige and pleasure, thereby enriching Bulgari's legacy of excellence. The group's uncompromising professional service, extraordinary locations, contemporary Italian design and superior craftsmanship, make Bulgari Hotels & Resorts the preeminent luxury hospitality brand worldwide.

The company continues to develop its team with people who demonstrate excellence in their profession, authenticity in their service, and integrity in the decisions they make.



Social Responsibility

Bulgari Hotel & Residences, London is committed to conducting its business in an environmentally-friendly and ethical manner.

As a brand new build in the heart of Knightsbridge, the state of the art Bulgari Hotel, London, employs pioneering methods of sustainable luxury and has been developed according to best practices in design set by BREEAM, the leading environmental assessment method for buildings. To meet the strict BREEAM criteria the hotel and residences feature such initiatives as an ecologically-designed "green roof" with bird and bat boxes, the sponsoring of electric car charging points within the vicinity of the hotel, and energy conserving intelligent lighting. Geothermal Energy, a cost effective, reliable, sustainable and environmentally friendly form of energy generation, has been integrated into the hotel building and is the first of its kind in the UK.

Awards and Accolades

- Conde Nast Johansens 2021, Best Hotel Spa Europe
- Forbes Travel Guide 2019 and 2020, 5-Star Review for the Hotel
- Tatler Spa Guide 2019, Bvlgari Spa London and Workshop Gymnasium
- Tatler Gym Awards 2019, Workshop Gymnasium
- Forbes Travel Guide 2019, World's Best Hotel Rooms
- Good Spa Guide Awards 2016 and 2017, Best Spa in London
- Wellness Travel Awards 2016, Best for Men
- Cool Venue Awards 2016, Best Spa
- Conde Nast Traveller Readers Awards, Best UK Hotel Spa 2015
- Cigar Journal magazine "Best Cigar Lounge 2015"
- Tatler Spa Awards, Best British Spa 2014
- European Hotel Design Awards, Architecture of the Year Award in the New Build Hotel category
- Ultratravel, Top 5 Best New Hotels in the World 2014
- Condé Nast Traveler Hot List 2013, one of the 'Best New Hotels' and 'Best New Spas in The World'
- Travel + Leisure World's Greatest Hotels 2013
- Conde Nast Traveller Readers Awards, Best UK Hotel Spa 2013





03. Bulgari Hotels & Resorts

Bulgari Hotels & Resorts is the leading luxury hospitality collection in the world.

Comprised of a few, selected properties in major cosmopolitan cities and luxury resort destinations, its aim is to convey the excitement of the Bulgari brand, its timeless glamour and its heritage as a magnificent Italian jeweller. Each property is located in the most prime luxury neighbourhood in the city, or most prestigious area of the resort destination, and features unique physical characteristics that make it truly remarkable. Each makes a strong reference to the local culture, yet is designed with an Italian contemporary luxury feel, enriched by rare and lavish materials, featuring design furniture and custom-built details. The guest experience is made flawless by an innovative luxury service concept; informal yet impeccable.

For more information, please visit www.bulgarihotels.com

The group already has hotels in nine locations. A further three properties are set to open before the end of 2026:

- Milan, Italy
- London, UK
- Dubai, UAE
- Bali, Indonesia
- Beijing, China
- Shanghai, China
- Paris, France
- Tokyo, Japan
- Rome, Italy
- Ranfushi, The Maldives (2025)
- Miami Beach, USA (2025)
- Los Angeles, USA (2026)





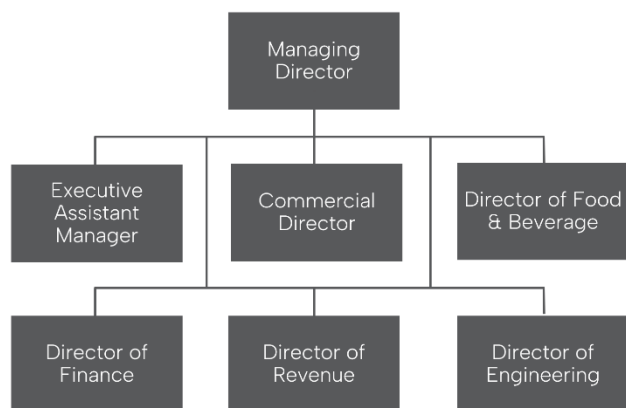
04. Role Description

Reporting to the Managing Director, Kostas Sfaltos, the new Commercial Director will lead and manage the Sales and Marketing Team of the Bulgari Hotel, London. This team are pivotal to the Hotel’s ongoing success.

The Commercial Director will be responsible for developing and delivering a coherent and ambitious sales strategy, and will use their commercial acumen to gear the wider performance of the Hotel.

The role will be highly visible, both internally and externally. As an ambassador for the Hotel and the wider Bulgari Hotels and Resorts brand, the Commercial Director will promote the Hotel as a destination of choice for luxury travellers. They will need to maintain existing client relationships and additionally secure new business in key developing markets. The role also leads on PR and marketing activity, partnering with external agencies as well as managing the internal PR Manager.

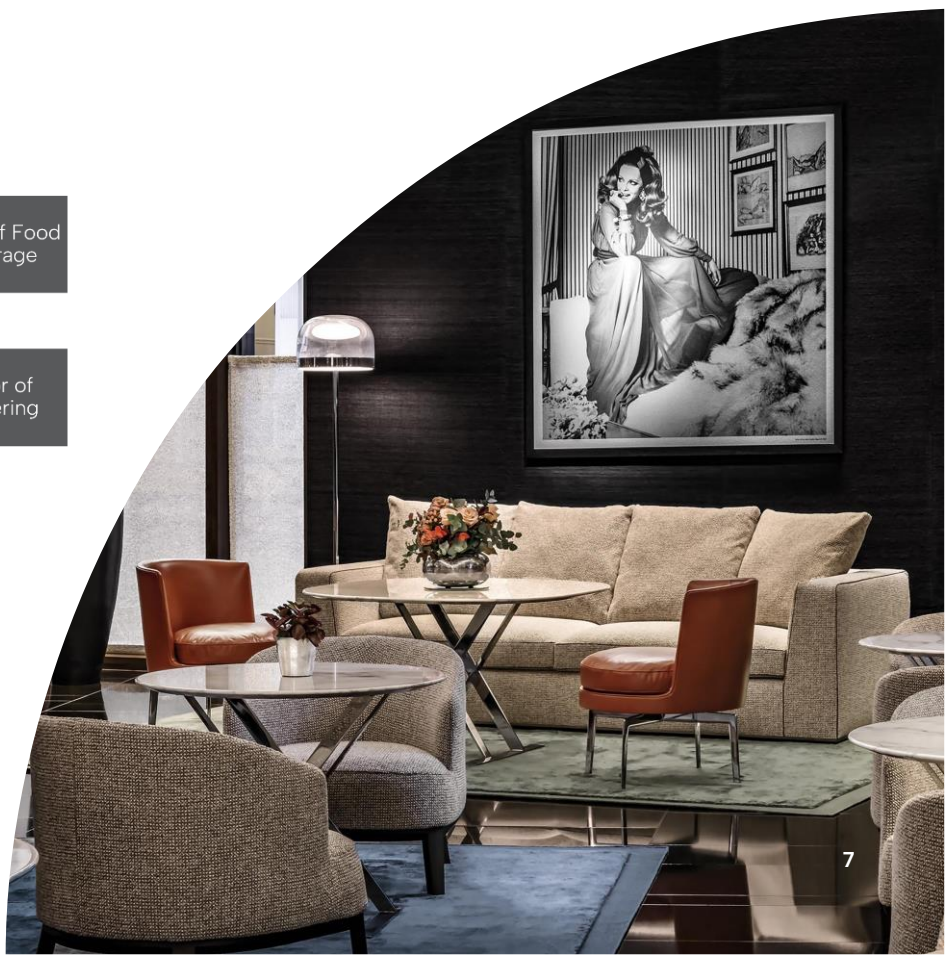
Finally, the Commercial Director will form part of the Hotel’s six-person Executive Team:



The 13-person Sales and Marketing Team is comprised of the following:

- Director of Sales x 4
- Group Sales Manager
- Sales and Marketing Coordinator
- Marketing and Communications Executive
- PR Manager
- Head of Events
- Event Sales Manager
- Events Executive x 2
- Events Coordinator

The team is multilingual and includes both fluent Arabic and Mandarin speakers.



05. Person Specification

Ambitious and tenacious, the successful candidate will demonstrate a proven track record in a similar role within the luxury hospitality market.

The dynamic of the Hotel encourages an entrepreneurial approach and demands a self-starter; someone who is willing to make quick decisions, involving calculated risks, and who has the gravitas to account for them.

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

- high levels of commerciality and a strongly proactive sales-orientation;
- knowledge and experience of the international luxury traveller and MICE markets;
- good relevant networks and relationships;
- an ability to think both strategically, analytically, and operationally;
- the proven ability to lead a team and to align them effectively team behind shared objectives;
- a demanding yet consultative and coaching-centred approach towards people management;
- a tenacious personality;
- a resonance with the Hotel's values and ethos;
- personal honesty and integrity, and a willingness to disagree and debate with colleagues constructively;
- a high level of professional expertise, coupled with a degree of personality humility;
- an eagerness to make continual improvements and refinements, both to themselves and through their work;
- the demeanour, presentation, and finesse required to operate credibly in a 5* luxury environment.



06. Appointment Details and How to Apply

The Hotel is being assisted in this appointment process by an 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 on Friday 15th March 2024.

Shortlisted candidates will be invited to interview at the hotel in late March.

An appointment will be made subject to receipt of satisfactory references. The appointed candidate will be offered a competitive base salary plus the opportunity to participate in the Executive Bonus Scheme.

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 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