

CURRICULUM VITAE

1. PERSONAL DETAILS

Name: Ronen Shay

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Date of Birth: 23 December 1964

Country of Birth: Israel

2. Higher Education

Period of Study	Name of Institution and Department	Degree	Year of Approval of Degree
2017-2020	Babeş-Bolyai University	Ph.D	2020
1996-1998	Northwestern University, The Kellogg Business School at the University of Tel Aviv.	EMBA	1998
1986-1989	University of New Haven, Hotel and Restaurant Management New Haven, Connecticut, USA	BsC	1989

3. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Name of Institution and Department	Rank/ Position
2000-2017	University of Ben-Gurion	External Lecturer
2012-2019	The Academic Kinneret	External Lecturer

4. Professional Training Courses

2010	Directors course at the Israeli center of management (MIL)
2005	Investments in stocks and bonds and financial tools course, Tel Aviv University
2003	Financial management for executive's course, Tel Aviv University

5. Active Participation in Conferences

Date	Name of conference	Conference Venue	Subject of lecture/discussion
26 th -28 th October 2018	“Disintegration and Integration in East-Central Europe”	Cluj-Napoca Romania	The case of recruiting Jordanian employees to the hospitality industry in Eilat.

6. Articles In Conference Proceedings

Can The Hospitality Industry in Eilat solve the long term shortage of line employees , by recruiting employees from Aqaba, Jordan?

TOURMAN 2019 Conference “Tourism, travel and hospitality at crossroads: The way ahead”, Thessaloniki, Greece, the 24th to 29th of October 2019.

7. Teaching Experience:

Courses Taught in Recent Years

Year	Name of course	Degree
2000-present	Introduction to Hospitality	B. A
2012-present	Key principles in Food and Beverage	B. A
2017-present	The Global Hospitality Industry	M. A
2019-present	Wine and Tourism	B. A
2016-2019	Banqueting Management	B. A

8. PROFESSIONAL EXPERIENCE

2012–current **Owner/CEO of the local Eilat Radio station, 102fm The Voice of the Red Sea.**
The station is the only authorized radio station in the Eilat district broadcasting from Eilat to the Arava area.
My responsibilities include overseeing the entire operation from managing the actual music programs and broadcasts to marketing and client negotiation.
My continuous target is to increase the advertisement sales and manage the company's budget profitably.

2012 **Rimonim Hotels Company, Israel – CEO**
The chain includes 10 hotels, a spa resort, and a community college. All hotels range from 5 to 4 stars with a total of over 2,000 rooms and close to 1,800 employees. In charge of generating over 300 million shekels in revenue. Direct responsibilities for marketing, budgeting, training, and standardization of all hotel's operation and management aspects.

2010 – 2012 **Fattal Hotels Company, Israel – Regional General Manager of Fattal Hotels Eilat**
The area includes 10 hotels with 2,700 rooms and 2,500 employees, Kings City attraction and amusement park. This company has four main brands namely Leonardo, Le Meridien, Herods, and U the first Ultra hotel in Israel. Each hotel has its own concept and is aimed at a specific market. Direct responsibilities for marketing of the hotels, financial aspects of the area and standardization and operations.

2000 – 2010 **Hilton Eilat Queen of Sheba, Israel – General Manager**
481-room hotel managed by Hilton International Chain. The hotel includes an adjacent shopping mall and a unique concept of apartment owners. Direct responsibilities for all financial, marketing and operational systems of the hotel. Revenue of over \$24 m. Ensuring the profitability of the hotel for both the owners and Hilton International.

1998 – 2000 **Sport Club Hotel, Eilat (Isrotel Hotel Chain) – General Manager**

Responsible for the whole operation of the hotel (327 rooms, 3 restaurants, Country Sports Club, 3 swimming pools and the largest public areas in Eilat). Under my management, the hotel improved from being a mid-level hotel with deteriorating profits to a hotel with a growing demand and a high reputation.

Profits in 2000 show an increase of 100% when compared with 1999. In 1999, I was directly responsible for changing the concept of the hotel into an "all inclusive" hotel with a greater emphasis on sport activities (Israeli sports' Hall of Fame) which change directly resulted in its improved standing in the market.

1996 – 1998 **Pundak Ramon Inn, Mitzpe Ramon – General Manager**

Responsible for the whole operation of this boutique hotel in the Isrotel Chain, having 96 suites in a unique location beside the largest scenic crater in Israel. Under my management, I succeeded in marketing this singular product as a desert resort, achieving high occupancies and putting the hotel on the map for ramblers from Israel and abroad. In 1997 the hotel was awarded Outstanding Hotel by the Israeli Ministry of Tourism, presented by the President of Israel.

1993 – 1996 **Royal Beach Hotel, Eilat – Assistant General Manager**

I returned from the USA to assist in opening the hotel which is considered one of the leading 5-star deluxe hotels in Israel and the flagship hotel of the Isrotel Hotel Chain. (363 rooms, 6 restaurants, 2 dining rooms, 3 swimming pools, banquet hall for 1,000 pax, shopping mall area). As 2nd in command in the hotel, I was responsible for the team opening the hotel with regard to professional training, recruitment and I established the hotel on its road to success. In 1996 the hotel was awarded Outstanding Hotel by the Israeli Ministry of Tourism, presented by the President of Israel.

1989 – 1993 **Grand Hyatt Hotel, New York City, NY, USA**

Immediately upon receiving my BSC, I took up employment in the Grand Hyatt Hotel (1,347 rooms, 4 restaurants, banquet rooms and seminar halls) with an average occupancy of between 85% to 90%. I gained much experience while working in the Rooms Department. Deputy Housekeeping Manager and Acting Housekeeping Manager – Directly responsible for the Rooms Department budget, the 350 staff of the Housekeeping Department including 18 Supervisors, their training and quality control. Credit Manager – In my last year in the hotel I transferred to the Accounting Department, responsible for all matters of credit with regard to a hotel turnover of \$85 m. My responsibility also included the Front Office and the Reservations Department. In 1992 I was awarded "Best Manager of the Year" in the hotel.

1989 **Hilton Hotel, Bridgeport, Connecticut, USA**

During the last two years of university studies, I also fulfilled the position of Night Manager, responsible for the hotel operation during the night shifts.

1988 **Hyatt Regency Hotel, Greenwich, Connecticut, USA**

I was chosen as the only student of the Hotel Department of the New Haven University to be accepted for a 9-month industrial placement in the Hyatt Hotel (400

rooms, seminar halls, 3 restaurants, etc.) During this period, I gained experience in all of the hotel departments.

1987

The Morrys Association Club at Yale University, New Haven, Connecticut, USA

In my first year at the university I was also employed in this club in various positions in the kitchen. This club specializes in French cuisine and provided me with a unique experience in this field.

9. OTHER ACTIVITIES:

- President of the Hotel & Restaurant Association, 1987 (University of New Haven)
- Captain of the Varsity soccer team, 1987 – 1989
- Head of the Committee to Improve Guest Services, 1991 (Grand Hyatt NY)
- Member of the Hotel General Managers Association of Israel
- Member of the Hotel Association Committee
- Founder and President of the Football Association of Eilat since 2006
- Member of the designing and planning of Eilat City
- Treasurer of the Eilat Hotel Association
- President of the Red Sea SKAL International Association
- Director of Ein Netafim Eilat
- Founder of the Eilat/sport triathlon team
- I completed the Paris marathon in 2005
- I completed several triathlons in Israel
- Hobbies: Golf, tennis, fishing

