

P R O F I L E

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Background Information

Since Profile's foundation in 1978, an enviable reputation for recruiting excellence in the luxury hospitality industry has been built up all around the world. We currently have offices in London, Paris, New York and Dallas, with further international expansion of our network in the planning stage.

We pride ourselves in thoroughly understanding our clients' needs and offering a tailor-made solution for management recruitment, providing an enthusiastic and dynamic approach. We are committed to producing the highest level of service at all times, maintaining total integrity and confidentiality throughout our dealings.

Over the years, we have been responsible for close to 5,000 Management Appointments and our clients range from top international hotel chains to individual, privately owned properties. We also work for industry suppliers, such as companies specialising in Sales and Marketing, Branded Distribution and IT.

Profile's unparalleled network has been developed mainly through referrals and personal recommendations and we encourage new clients to talk to our established contacts about our standard of professionalism.

Our specialist recruitment divisions handle senior and middle management appointments, including General Managers, Chefs, Food & Beverage Management, Human Resources, Housekeeping, Engineering, Leisure & Spa, Rooms Division and Finance and our sister-company, Profile Marketing Appointments (PMA) offers a dedicated focus for Sales, Marketing and PR recruitment.

Profile Management & Specialist Recruitment Ltd.

38/39 Maiden Lane • London WC2E 7LJ

Tel: (44 or 0) 20 7557 6060 • Fax: (44 or 0) 20 7557 6061 • e-mail: office@pmsr.com

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We assure candidates total confidentiality in their dealings with our team of consultants, many of whom have held senior positions within hotels and restaurants themselves. The longevity of our team also gives candidates and clients considerable reassurance and allows for a very personalised service.

Our partnership with the Dallas-based **FreemanGroup** and strategic alliances with several other industry experts provide additional services for Profile clients, including customer satisfaction reviews, measurement and mystery shopping, psychometric testing, training, coaching and sales & marketing support, adding another dimension to Profile's commitment to long-term customer relationships.

Profile's website www.pmsr.com gives information about working with Profile, our consultant teams in London and Paris, together with details of our fee structures and the guarantees we offer.



Profile Recruitment Process

At the outset of a typical assignment, we agree a clearly defined timescale, ideally an exclusive arrangement, allowing Profile to develop a fully researched short-list of suitable candidates, using a combination of a database search and targeted "head-hunting". Our current database allows access to well over 24,000 fully researched candidates and as a matter of policy we only handle individuals who can demonstrate consistency and continual development in their careers. Where possible, all candidates are interviewed in person by a fully trained consultant prior to disclosure of their potential interest to a client.

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“Our goal in every search that we undertake is to provide our clients with a thoroughly researched shortlist of candidates and to give all the information required to make an informed decision. We are committed to ensuring confidentiality throughout the search process, giving regular feedback to both our Clients and to potential Candidates and to tailor our efforts to match a client’s particular circumstances“
quotes Profile Group MD, Mark Norris.

A typical assignment would be handled as follows:

- Client meeting, preparation of Job brief and Person Specification
- Targeting potential candidates already known to Profile and/or targeted “headhunting”
- Production of a short list of thoroughly researched and referenced candidates.
- Submission of candidates with details of the candidate’s skills, abilities, personality traits, achievements and an assessment of their future potential.
- Arrangement of interviews between you and prospective individuals.
- Psychometric testing is always available on request
- Assistance in salary negotiation and final selection.
- Closing the deal/setting start date!

Profile’s Fee Structure

- 25% of first year remuneration package; executive committee and above.
- All placements guaranteed for a minimum of 3 months
- Preferential Rates available on request for retained work and in return for volume of business



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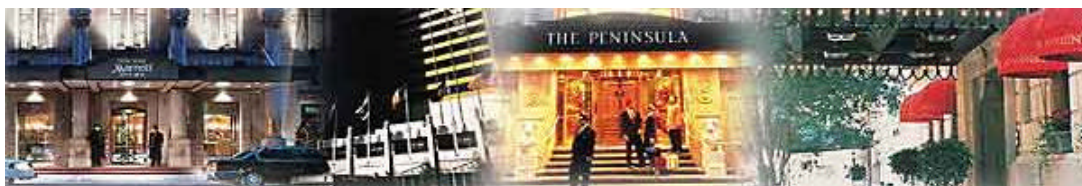
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A cross section of Profile's client-list

Abercrombie & Kent
Admirable Crichton
Accor Hotels
Aman Resorts
The Andaman Lankawi (GHM)
Badrutt's Palace, St. Moritz
Banyan Tree Hotels & Resorts
The Beverly Hills Hotel
British Airways
Chiva-Som Health Resort
Claridge's London
The Dorchester Group
Carlton Tower, London
The Clarence, Dublin
The Cliff Bay Hotel, Madeira
The Concorde Hotel Group
Conran Restaurants
The Datai (GHM)
DisneyLand Paris
Exclusive Hotels Pennyhill Park
Fairmont Hotels & Resorts (The Savoy)
Four Seasons Hotels & Resorts
House of Fraser
Gleneagles, Scotland
La Grenouille, New York
Gla Hotels
General Hotel Management
Hilton Hotels
Hong Kong & Shanghai Hotels
Hotel de Paris
Hong Kong Tourist Office
Hotel du Vin & Malmaison
House of Commons
Harbour Plaza Hotels & Resorts
HKR – The Sukhathai & Sentosa Resort
Hyatt Hotels & Resorts
Inter-Continental Hotels & Resorts
Jumeirah
Laguna Phuket
Langham International
Leading Hotels of the World
The Lanesborough Hotel
Leonardo Media
Mandarin Oriental Hotels
Hotel Martinez, Cannes
Maybourne
The Metropolitan, London
Hotel Montalembert, Paris
Morgans Hotel Group
The National Trust
One Aldwych, London & Carlisle Bay Antigua
Oberoi Hotels & Resorts
One & Only Resorts
Old Course St Andrew's
Orient Express Hotels
Preferred Hotel Group
Prudential London HQ
Red Carnation Hotels
The Ritz-Carlton Hotel Company
Rocco Forte Hotels
Rosewood Hotels & Resorts
The Samling
Savoy, a Fairmont Hotel
Savoy Sharm El-Sheik
Shangri-La Hotels & Resorts
Six-Senses
Soho House & Babington
Small Luxury Hotels
SONY Berlin
Starwood Hotels & Resorts
Sunset Beach Resort Al Khobar
Sunway Lagoon, Kuala Lumpur
TravelClick
The Waldorf Astoria



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A glimpse at the future; “Integrated Luxury Solutions”

A further development with our partners the **FreemanGroup** in Dallas will incorporate New York's Knable Group and RSP Group in Dubai to offer a complete range of solutions for the hospitality industry around the world.

We will make it our goal to unlock the inherent value of any hospitality asset by providing highly customised business solutions across an entire spectrum of challenges involving people, product or profit for companies through development, pre-opening and for day-to-day operations.

- A total solution for your Recruitment Needs
- Executive Coaching, Team Development and Interim Management
- Full development of Hotel and Resort Concepts
- Strategic Planning, Organisational Training and Management Development
- Monitoring and Setting Service Standards, Benchmarking and Measurement
- Operational Audits and Solutions
- Pre-opening Planning
- Marketing, Sales, PR support
- Branding Solutions and Communication
- Asset Management/Owner Representation

For further information, please contact:

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