Henrietta Achterberg

General Manager

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SUMMARY

General manager with 14 years in hospitality operations, the last 6 running a 240-room full-service hotel with $31M in annual revenue and 210 staff. Raised gross operating profit margin from 29% to 36%, rebuilt a leadership team of 8 department heads, and took the property from the bottom third to the top five in its brand's regional guest rankings.

EXPERIENCE

General Manager — Larimer Peaks Hotel

Denver, CO · May 2020 – Present

- Run a 240-room hotel with $31M in annual revenue, 210 employees and 8 department heads, reporting monthly to the ownership group and the brand.
- Raised gross operating profit margin from 29% to 36% over 3 years by renegotiating 11 vendor contracts, cross-training front office and reservations, and closing an unprofitable lunch service.
- Grew group and meeting revenue by $2.4M a year after hiring a new director of sales and redesigning 2 ballrooms for hybrid events.
- Cut hourly staff turnover from 71% to 38% with a 90-day onboarding plan, a pay review in housekeeping and monthly skip-level meetings.
- Led a $6.5M room renovation in 4 phases while keeping at least 200 rooms sellable, finishing 3 weeks early and $180K under budget.

Director of Operations — Cherry Creek Suites

Denver, CO · Feb 2016 – Apr 2020

- Oversaw front office, housekeeping, engineering and food and beverage for a 160-room property with 95 staff.
- Introduced a preventive maintenance schedule that cut out-of-order room nights by 60% within a year.
- Brought guest satisfaction scores from 78 to 88 out of 100 by retraining front desk teams on check-in recovery and late-arrival handling.

SKILLS

Business: P&L ownership, budgeting and forecasting, capital projects, vendor negotiation

Revenue: Revenue management, group sales strategy, pricing, channel mix

People: Hiring leaders, succession planning, labor scheduling, union relations

Systems: Opera PMS, M3 accounting, IDeaS revenue system, Excel, Power BI

CERTIFICATIONS

Certified Hotel Administrator (CHA)

EDUCATION

B.S. Hospitality Management, University of Denver, 2011

Fictional example by FindAJobAI: the person, employers and numbers are invented.