

# SVEN FRISELL

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## EXECUTIVE LEADER

Forward-thinking and results-oriented Management Professional with over 23 years of experience providing excellent operations management, human resources oversight, process improvement, and change management services to top organizations within the hospitality and tourism industry. Proven leader with ability to develop, mentor, and motivate customer-focused, high-performing teams. Proficient in identifying opportunities for improvement and implementing solutions-based systems. Strong communicator who positions organizations to meet goals by fostering cross-departmental collaboration.

## AREAS OF EXPERTISE

Languages: English, Danish, & Swedish • Strategic & Tactical Planning • New Business Development  
Negotiations • Sales & Marketing • Business Operations • Client Relations • Vendor Management  
Inventory Control • Budgeting & Forecasting • Recruitment • Training • Team Development  
MS Word, Excel, & PowerPoint • WP 7.0 • Web Development

## PROFESSIONAL EXPERIENCE

### **PANERA BREAD, Foxwoods, CT**

#### **Café Manager, 2013-2014**

- Positioned restaurant grossing \$3.6M+ for short and long-term success by directing full facet of operational activities in collaboration with four-person management team.
- Built strong teams and improved performance by overseeing human resources/recruitment efforts, including hiring, training, and scheduling.

#### **Key Accomplishments:**

- Led store to perform higher than forecasted and maintain profit in 2013.

### **GLOBAL A 1<sup>st</sup> FLAGSHIP COMPANY, Antigua, West Indies**

#### **Consultant, 2011-2013**

- Boosted market research and business development efforts related to Down Range operation by conducting research and gathering key information.
- Ensured program success by fostering the maintenance of contracts within the Local Initiative Support Corporation (LISC) Programme at Antigua.

#### **Key Accomplishments:**

- Successfully gathered sensitive information for Boeing's ongoing bid for defense contract.

### **SANDALS REGENCY (LA TOC), St. Lucia, West Indies**

#### **Hotel Manager, 2010-2011**

- Managed 331-room and 240-acre property with seven restaurants, nine bars, one golf course, three main pools, and 87 private pools.
- Demonstrated cross-functional collaboration by supervising food and beverage, water sports, golf, entertainment, and activities departments.

#### **Key Accomplishments:**

- Maintained safe operations during the devastating effects of Hurricane Thomas.

### **HORIZON SUPPLIES, Antigua, West Indies**

#### **Operations Manager, 2007-2010**

- Led the daily operations of major hotel and restaurant supplier, including local purchases, maintenance issues, and daily inventory control.
- Directed a team of 28 staff members and managed a fleet of 12 trucks.

**HORIZON SUPPLIES, CONTINUED**

**Key Accomplishments:**

- Reduced labor costs and operational expenses while maintaining sales during strenuous financial period by negotiating new labor contract with the local labor union.
- Cut clerical errors, decreased loss, and increased accuracy during annual official audit by developing/implementing inventory system that checked 150 items daily.
- Ensured food, health, and safety guidelines were met constantly by implementing innovative system.
- Guaranteed effective and economical use of trucks by developing a monitoring process for truck drivers that included installation of GPS units.

**SEEBYSEA, Antigua, West Indies**

**Managing Director, 2005-2007**

- Developed, from the ground up, a tour desk and boat business, including purchasing/outfitting boats, setting up controls/budgets, implementing marketing strategies, and designing routes/excursions.

**Key Accomplishments:**

- Grew business from a small company giving three tours per week to a business with five desks in major hotels conducting up to 12 tours per week.

**SUNSAIL CLUB COLONNA, Antigua, West Indies**

**Food and Beverage Manager, 2001-2005**

- Managed food and beverage operations of 140-room property.
- Supervised and directed staff of 50+ to serve up to 300 guests per sitting.

**Key Accomplishments:**

- Cut food costs in half while increasing the quality of menu items through rigorous attention to inventory and control systems.
- Oversaw HAACP plan as recipient of Food Safety Royal Association for Health certification.

*Previous positions include Hotel Operations Manager for The Mill Reef Club, Human Resources Manager for Pineapple Beach Resort (an Allegro Resort), Consultant for The Host Programme, Club Manager for Satellite Club at the US Air Force Station in Antigua, and Co-Owner of La Perruche Restaurant.*

**EDUCATION**

**Bachelor of Science**, Organizational Leadership, Penn State University Online, In Progress  
*A prestigious program of study featuring the same curriculum and professors as on-campus equivalent*  
**Courses**, Antioch College, Springfield, OH  
**Graduate**, Fine Arts, The Williams School, New London, CT

**CERTIFICATES & LICENSES**

Certified PADI Dive-Master  
Host Certification & Assessor Training  
First Aid/CPR Certified  
Intermediate Food Safety Royal Association for Health  
Servesafe Food Safety Certification

**RECOGNITION**

Five Trans-Atlantic Crossings by Sailboat