

Willie Oleson

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Feb 11 – present: Area Operations and New Buildings Manager, Cruises – Responsible for planning, delivering and implementing the F&B strategies for the assigned world area with a startup budget up to 25M€. Deliver, supervise and support the day-to-day F&B and hotel operations on ships deployed. Responsible for overseeing F&B and service areas of new buildings projects worth over 600 billions €.

- Reduced 4300 pax ships start up cost of 250K€ reengineering loadings and stock management;
- Started up operations on Middle East area within the planned budget of 5M€;
- Suggested and implemented electronic Meal Count System fleet wide saving 1.5M€ per year;
- Reduced new building F&B equipment purchasing costs of 1.5M€ by reengineering food production processes.

Mar 06 – Jan 11: Operations Manager, Cruises – Responsible for delivering, supervising and supporting the onboard day-to-day F&B and hotel operations on 1 to 4 ships hosting between 4300 and 5500 pax and crew with a budget up to 40M€. Reengineered the 'six stars' Luxury product following 300K€ budget increase. Acted as team leader for the startup of 4 new ships, managing a team of 16 managers of 6 different nationalities (total 1000 personnel). Responsible for supervising F&B and service areas of five new buildings projects worth between 400 and 600 billions €. Verified that safety and health regulations were properly applied and respected.

- Reduced pax/day food costs 20% by optimizing production, yield and waste saving 1,7M€ per year;
- Developed F&B product for three thematic restaurants increasing revenues by 450K€ per year;
- Reduced costs by 8% by reviewing ship suppliers and contracts saving 1,2M€;
- Increased galley productivity 9% by reengineering personnel structure and operations saving 2M€ per year;
- Increased passenger F&B feedback results 5% by providing development coaching to hotel management;
- Started up South America Division within the planned budget of 2,5M€;
- Helped two colleagues be promoted department directors through on-the-job training.

Oct 05 – Feb 06: Corporate Bar Manager, Cruises – Shoreside supervision of beverage operations on two ships, 3000 pax + crew each, with a budget of 6M€. Trained 120 staff on sales techniques and service. Responsible for the startup of F&B operations on a private island. Support ships with financial planning, revenue generating opportunities, and inventory management.

- Increased ships revenue 100K€ by coaching staff on communication styles and training them on sales techniques;
- Reduced stock value 30% by optimizing supply time, saving capital expenditure costs of 0,5M€;
- Successfully completed a course for Sommelier, 1st degree (AIS);
- Reduced printed materials costs 35% by optimizing stock on hand and saving 100K€ per year.

Jan 05 – Aug 05: Business Development Manager, Sport Group - Responsible for the startup of two business units with an operating budget of 1,5M€. Supervised market research and R&D planning.

- Reduced project costs 20% by reviewing R&D processes and supplier portfolio saving 100K€ per year;
- Completed two projects three months earlier than the agreed dates, saving 15K€.

Jan 01 - Nov 04: Managing Director, Techno Sport - Responsible for the business plan and 2,5M€ budget. Supervised 50 personnel. Managing organizational resources as planned by the Board. Supervise production schedules and purchases. Planned and implemented organizational strategies.

- Reduced capital cost 10% by concentrating contracts with financial institutions saving 0.12% on spread rates;
- Reduced financial exposure 20% by increasing cash flow and sales revenue margins;
- Increased cash flow 30% by reengineering assembly and manufacturing schedules and reducing stock;
- Improved output capacity 15% by simplifying products engineering and reviewing production schedules.

Jun 00 – Dec 00: Export Manager, Techno Sport – Design, execute and evaluate export sales strategies in Europe, USA, South America and Canada to increase market share penetration. Define yearly sales and develop action plans.

- Increased turnover 100% by acquiring new customers and enhancing the product selection;
- Reduced projects costs 25% by transferring R&D functions in Asia saving 250K€ per year;

Jan 97 - May 00: Junior Export Manager, Sport Group – Responsible for managing key customer relationships and exclusivity contracts. Implementation of sales and marketing strategies. Managed marketing resources and relevant budget of 200K€. Supervised 35 distributors in 25 different countries.

- Increased export sales 12% by acquiring new customers and reengineering the selection of articles for sale;
- Reduced exhibition costs by optimizing show spaces and business trips;
- Reduced customer complaints by reengineering logistics and communication management.

Apr 91 – Jan 97: Director of Services, Different Cruises – Responsible for managing F&B, Revenues and Rooms Division depts. Supervised 400 personnel. Corporate trainer for Hotel Controller function.

- Increased on board revenues through marketing and advertising initiatives;
- Reduced on board hotel costs implementing new control procedures;
- Implemented hotel cost control procedures in a merged cruise company (Pearl Cruises).

Master of Business Administration OUBS, UK (2008) - concentration in financial strategy, innovation and change.