

CURRICULUM VITAE

EMMY SURAYA BINTI HUSSEIN



PERSONAL DETAIL

Name	Emmy Suraya Binti Hussein
Designation	Franchises cum General Manager
Company	Hotel Seri Malaysia Genting
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CV SUMMARY

With over 34 years of experience in the hotel industry and management, Emmy Suraya (the sole owner of Emmy Suraya Enterprise) was awarded the franchise to operate Hotel Seri Malaysia Genting. The hotel commenced its business operations on March, 1998. Previous held positions also included Director of Sales and Marketing under Pernas Hotel Management SB, KL; front- office positions under Ming Court, KL and as Secretary at Hunts Commodities SB, KL. She graduated with a Bachelor's Degree in Business Management at the Centre Economics of Business Studies in the UK. She is now 57 years old, married with 3 children and 3 grandchildren. Ambitious and energetic, she is looking forward to contribute more in the hotel and tourism industry.

ACADEMIC QUALIFICATION

- Bachelor Degree of Business Administration with 1st Class in Secretarial at Centre Economics of Business Study, London UK (1982).
- MCE (Grade 2) & LCE (Grade 1) at Assunta Secondary School, Petaling Jaya (1975 – 1979).

PROFESSIONAL AFFILIATION/MEMBERSHIP

- President for Malaysia Budget Hotel Association (MyBHA), 2019 till current
- Deputy President for Malaysia Budget Hotel Association (MyBHA) 2009 till June 2019
- Secretary General for Persatuan Francaisi Hotel Seri Malaysia (PFHSM), 2001 – current.
- Member of Dewan Perniagaan Melayu Wanita, Kuala Lumpur.
- Secretary General of Peniagawati Malaysia (June 2019 till current).
- Asst Hon. Treasurer of Peniagawati Malaysia (2017 till June 2019)
- Executive Council Member of Malaysia Tourism Council (2016 till current).

CAREER HISTORY

- Franchises cum General Manager, HOTEL SERI MALAYSIA GENTING, March 1998 – current (21 years)
- Director of Sales and Marketing, PERNAS HOTEL MANAGEMENT SDN BHD, Kuala Lumpur, 1994 – 1998 (4 years).
- MING COURT HOTEL, Kuala Lumpur, 1984 – 1994 (10 years).
- Secretary, HUNTS COMMODITIES SDN BHD, Kuala Lumpur, 1983 – end of 1983 (approximately 1 year).

AREAS OF EXPERTISE

Hotel Management/ Manage Hotel
Set up New Hotel
Hotel Consultant
Franchise Hotel and Food & Beverage outlet
Writing SOP for new hotel

HONORS & AWARDS

- 'Anugerah Francaisi Cemerlang' by Rangkaian Hotel Seri Malaysia Sdn Bhd, 2013.
- 'Francaisi Harapan Terbaik' by Malaysian Franchise Association, 2007.

DETAILS OF WORK EXPERIENCE

Franchises cum General Manager

March 1998 – current

HOTEL SERI MALAYSIA GENTING

(Rangkaian Hotel Seri Malaysia Sdn Bhd was incorporated in 1994 with the objective to increase medium-cost accommodation facilities and to increase Bumiputera entrepreneur involvement in a well and systematically guided hotel operation. Presently, RHSM have established its presence in 21 strategic locations.)

Managed apartments for Malaysia Airport Berhad and Tenaga Nasional Berhad

Collaboration with MWAIP to manage 2 hotels

Attending

Advance Leadership in University of Cranfield in United Kingdom

Responsibilities

- Establishing and expanding its market presence as an affordable Muslim-friendly 2-star hotel. Its strategic location is suitable for company, corporate and family functions, weddings and holidays.
- Executing & managing operational responsibilities and 60 staffs that comprises of the front office, housekeeping, security, kitchen, F&B, sales, accounts and maintenance.

Director of Sales and Marketing

1994 – 1998 (4 years)

PERNAS HOTEL MANAGEMENT SDN BHD, KUALA LUMPUR

Responsibilities

- Planning of annual business plans, marketing strategy and budget.

Participated in:

- Arab Travel Mart Dubai, UAE.
- World Travel Mart, London UK.
- International Travel Bureau, Berlin Germany.
- Australia Sales Mission with Tourism Malaysia.
- Asean Travel Forum in Beijing, China & Cebu, Phillipines.

MING COURT HOTEL, KUALA LUMPUR

1984

– 1994 (10 years)

Positions held:

- Guest Relations Officer
- Front Office Executive
- Reservation Manager
- Sales Manager
- Marketing Manager

Secretary

1983 – end of 1983

(approximately 1 year)

HUNTS COMMODITIES SDN BHD, KUALA LUMPUR





MAJLIS PELANCONGAN
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HOTEL SERI MALAYSIA
GENTING HIGHLANDS

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Persatuan Wanita Bumiputera Dalam
Perniagaan & Profesyen, Malaysia



PENIAGAWATI

Association of Bumiputera Women
in Business and Profession, Malaysia

Emmy Suraya Hussein

Asst. Hon. Treasurer

Penolong Bendahari Kehormat

Head of Business Networking Bureau
Ketua Biro Rangkaian Perniagaan

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