

Maxine Samuels

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TRAINER AND BUSINESS EXECUTIVE

Professional Profile February 2019

Professional Profile

- Strategic professional who deploy participative management style.
- Proactive change agent who spend time in hospitality and corporate environments encouraging quality guest services, continuous learning and high productivity that results in value-added service.
- Excellent team builder and consultant on personnel issues and organizational development.
- Excellent written, verbal, and interpersonal communicator.
- Effective mentor who reduce employer costs by implementing total quality management.
- Positive, dynamic, well-organized self-starter who excel under pressure and meets deadlines.
- Computer-literate with software proficiency covering a variety of applications for Windows Operating Systems, including PowerPoint, Excel, Word, and Access.

Areas of Competence

Business, Tourism And Hospitality Lecturer, Colbourne College, Kingston, Jamaica (2003-2019)

- Senior Business and Hospitality Lecturer teaching on Pearson UK Higher National Diplomas delivered at Colbourne College. Courses taught and supervised include; The Contemporary Hospitality Industry; Customer Service; Hotel Guest Services; Food and Beverage Operations Management; Rooms Division Operations Management; Business Environment; Organizational Behavior; Marketing Principles; Business Decision Making; Business Strategy; Hospitality Human Resource Management; Hospitality Operations Management; The Hospitality Sales Professional; Travel Agency Operations; Tour Operations Management And Airline Operations.

Executive Director Of Programs (1996-2012)

- Executive-level decision-making, strategic planning and corporate policies.
- Responsible for developing operational and corporate initiatives for driving business processes and system-level efficiency, product differentiation, student's success, and financial sustainability.
- Maximizing the market potentials of the college and its resources to generate revenue from tuition and fees by establishing and managing a profitable and service-centered student office.
- Identifying opportunities for new programs, new business opportunities, and negotiating articulation agreements with other educational agencies and corporations.
- Leading productive teams, networking, and fostering relationships with other corporate leaders, host companies for placements, students, faculty, alumni and broad-based constituencies.
- Web site development and management.

Professional Achievements

Success in the higher education context is to realize the institution's goals and mission; seek and maintain recognition through the necessary government and program accrediting agencies; admit and retain quality faculty and staff; increasing the student headcount; and graduate value imbued professionals to contribute to nation building.

1. **Achieving Colbourne's Recruitment Goal in 2017** to increase the headcount of qualified students from 350 to 500 students in the range of the Tertiary and PREMAT programs through effective marketing and by utilizing the Student Body as a tool for retention.
2. Negotiated million-dollar agreements with a private business to facilitate staff training.
3. Consult and manage \$5 million annual advertising and marketing budget.
4. Conceptualized new marketing idea for articulation and accreditation with NCC Education in England, thus increasing revenue by 30 percent.
5. Integral part of the committee that earned the institution registrations and accreditation with various examination bodies and agencies.
6. Initiate partnerships with US host companies and sponsors to provide work experience for our students for a period of 4 -12 months.

Previous Positions Held

Pre-trained Business Teacher	Savanna-la-mar Secondary School	1991- 1992
Telesales Representative	Linotel Corporation - AT&T DNS Services	1992 - 1993
Pre-trained Business Teacher	Savanna-la-mar Secondary School	1991- 1992

Education:

- **Chartered Manager** The Chartered Management Institute, London, 2014
- **PHD in Leadership And Change** majoring in Organizational Management, Antioch University (USA) 2014 – present
- **Master Of Business Administration**, University Of Sunderland (UK) 2013
- **UK L7 Postgraduate Diploma in Strategic Management and Leadership**, taught at Colbourne College and awarded by Pearson Edexcel, (of Pearson College London), 2012
- **UK L4 & L5 Higher National Diploma in Business (foundation degree)**, taught at Colbourne College and awarded by NCC Education, UK (January 2011 – December 2012)
- **Associate Degree in Business Administration**, Colbourne College, Jamaica, 2007
- **UK L3 Advanced Diploma in Business**, taught at Colbourne College and awarded by University of Cambridge International Examinations, England, 2004
- **UK L3 Advanced Diploma in Travel and Tourism**, taught at Colbourne College and awarded by University of Cambridge International Examinations, England, 2004
- **Five (5) CXC Subject Passes:** English Language (2), Principles Of Business (1), Social Studies (2), English Literature (2) and Office procedures (2), High School Manning's High School, Jamaica, 1991

Memberships and Professional Affiliation

- Colbourne College Board Of Directors
 - Joint Committee of Tertiary Education (JCTE)
 - American Hotel And Lodging Association (AH&LA)
 - Chartered Manager And Fellow Of The Chartered Management Institute, London
 - Member, NAFSA Association Of International Educators
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Current Projects:

Partner in the process of 'Transformation of Colbourne College to the status of the 'Leading Business College in Jamaica' through 21st Century Leadership; Quality Benchmarking; Creation of Global Work Experiences for our Students; and Maintaining International Accreditation'.