

# Md Shakawath Hossain

**Chief Executive Officer (CEO)  
Unique Hotel & Resorts PLC.**

*(Owning company of The Westin Dhaka  
& Sheraton Dhaka)*



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## About

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Result oriented hospitality professional over 20 years' experience working with renowned international hotel brands. Having MPhill & Master of Tourism and Hospitality Management with an outstanding proven track record for administrating hotel operations in driving top-line growth significantly. Skilled in tourism development, sustainability hotel management, hotel operations, sales & marketing strategy, asset management, revenue management, relationship management, culture & development, finance strategy, strategic planning, employee and customer satisfaction. Have the ability in maximizing resources and improving the bottom line through leadership, teamwork, consistent quality service, succession plan and operational efficiency with impeccable integrity and work ethics. Can provide effective solutions that produce immediate impact and contribute to long-term success. Achieved many remarkable milestones and got awarded nationally and internationally.

During my tenure of 13 years at The Westin Dhaka, I have crossed several steps of success and was the General Manager (acting) from January 2017 till September 2019 and was also appointed as the youngest Resident Manager by Marriott International. In October 2019, I was appointed as the Chief Executive Officer of Unique Hotel & Resorts PLC. – owning company of The Westin Dhaka, Sheraton Dhaka and HANSA – a Premium Residence. Previously I was in various leading roles such as Director of Operations, Director of Rooms & Operational Excellence. I have contributed immensely to establish The Westin Dhaka as one of the Leading Hotels of Bangladesh and now he is on his journey to take Unique Hotel & Resorts PLC to another level of success.

I am the only Bangladeshi Hotelier who is an industry practitioner, academician, and researcher who is pursuing a PhD in Tourism & Hospitality Management at the University of Dhaka and has been recognized with multiple National & International awards. I am the only Hotelier in Bangladesh who has started his career at scratch level and now looks after 3 operational and 3 upcoming international hotels under a Public Limited Company (Unique Hotels & Resorts PLC.).

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## Career Milestones

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- Worked as CEO more than 5 years of Unique Hotel & Resorts Ltd (UHRL) owning company of The Westin Dhaka, Sheraton Dhaka, HANSA – a premium residence.
- Established StarkTree Group – a private sector conglomerate with thirteen sister concerns and created many job opportunities.
- Knowing my outstanding contribution in Bangladesh market hotel industry, StarkTree Group gave me partnership in all of its' start-up business units including owning company of Hyatt Regency Sripur, Gazipur, Bangladesh (Neptune Hotel and Resorts Ltd). Expect to create more than 5,000 job opportunities in next three years.
- Worked as CEO of StarkTree Group and Deputy Managing Director of Neptune Hotel and Resorts Ltd.

- Over 20 years' experience in Tourism & Hospitality Industry with highly skilled and exceptional performance.
- About three years of working experience as a General Manager (Acting) at The Westin Dhaka.
- Worked as some senior positions at The Westin Dhaka – Resident Manager, Operational Excellence, Director of Rooms, Director of Operations etc.
- Adjunct faculty of tourism and hospitality department over seven years.
- Pursuing PhD research in Tourism & Hospitality Management Department at The University of Dhaka.
- Successfully completed Master of Philosophy (MPhil) in Tourism & Hospitality Management from the University of Dhaka.
- Completed Master of Business Administration (MBA) from University of Dhaka, major in Tourism and Hospitality Management. I have also hold a MA degree.
- Successfully completed Diploma in Hotel Management & Tourism Management from National Hotel & Tourism Training Institute (NHTTI), Bangladesh Parjatan Corporation (BPC).
- Many times participated as a panelist to judge NHTTI diploma students' food preparation presentation for their final marks.
- Participated in many talk shows, conferences and panel discussion to discuss about strategies of hospitality industry future in Bangladesh.
- Created more than 2,500 job opportunities for people working in hospitality industries.
- With my entrepreneurial mindset, dynamic leadership capabilities, and an excellent track record, I achieved numerous milestones at The Westin Dhaka, including multiple luxury hotel awards and regional benchmarks. The hotel was recognized as a top performer by both Starwood and Marriott within the Asia Pacific region.

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### Career Summary

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I am adjunct faculty (Department of Tourism & Hospitality) of the University of Dhaka, Southeast University and American International University – Bangladesh (AIUB). My Tourism & hospitality career summary as below:

<b>Position:</b>	<b>Chief Executive Officer (CEO)</b>
<b>Duration:</b>	<b>May 2022 – Till Date</b>
<b>Employer:</b>	<b>Unique Hotel &amp; Resorts PLC.</b>
<b>Establishment:</b>	Unique Hotel & Resorts PLC is the leading Hotel & Hospitality Management Company which is the owner of "The Westin Dhaka" and the pioneer of Five Star hotel in the private sector of Bangladesh. It started commercial operations in July 2007. Since then it has been maintaining consistent growth with innovation & valued services and has become the number one in Bangladesh as well south Asia region. It is also the owner of the upcoming Sheraton Dhaka, which features 248 rooms and suites, 5 spectacular food & beverage outlets, 12 state-of-the-art meeting venues, a 950 SQM ballroom, a gym, a full-service spa, and a rooftop infinity pool. HANSA – a premium residence which has 76 rooms including 12 suites, 2 contemporary restaurants, and a bar; also owned by Unique Hotel & Resorts PLC.
<b>Position:</b>	<b>Chief Executive Officer (CEO)</b>
<b>Duration:</b>	<b>October 2020 – April 2022</b>
<b>Employer:</b>	<b>StarkTree Group</b>
<b>Establishment:</b>	StarkTree Group is a private sector conglomerate that is continually growing in the competitive marketplace. Currently, it owns thirteen business units including an upcoming international five-star resort in the country, Hyatt Regency Sripur, Gazipur. StarkTree Group

focuses on diversified businesses such as hospitality & travel solutions, restaurant & catering services, facilities management services, technology-based logistics & delivery solutions, e-commerce business, HR & payroll solutions, real-estate, jute mills, textile & garments. The company is working to create many more job opportunities in the coming days.

#### Major Achievements:

- On behalf of Neptune Hotel & Resorts Limited (NHRL), negotiated with Hyatt International for Hyatt Regency Sripur, Gazipur, an upcoming 250 rooms five-star international resort in the country.
- Successfully completed Hotel Management Agreement (HMA), System Service Agreement (SSA), Trademark Licence Agreement (TLA) and Technical Service Agreement (TSA) in consultation with lawyer and Hyatt International.
- Working with consultants and brand management for the design & architectural matters of the resort.
- Established All Spices Catering (ASC), a catering company to cater to commercial establishments.
- Established At Your Service (AYS), a facility management company.
- Established CarryGoods, a tech-based logistic & delivery solution company.
- Got opportunity to learn about Real Estate, Ready Made Garments (RMG) businesses.
- Got awarded "Asian Curry Award 2021" by Asian Catering Federation, London for outstanding contribution, influence and leadership in the hospitality industry.

**Position:** Chief Executive Officer (CEO)

**Duration:** September 2019 – September 2020

**Employer:** Unique Hotel & Resorts Ltd (UHRL)

**Establishment:** Unique Hotel & Resorts Limited is the leading Hotel & Hospitality Management Company which is the owner of "The Westin Dhaka" and the pioneer of Five Star hotel in the private sector of Bangladesh. It started its commercial operation from 1st July 2007. Since then it has been maintaining consistent growth with innovation & valued services and has become the number one in Bangladesh as well south Asia region. It also the owner of the up-coming Sheraton Dhaka located in the heart of Dhaka city. It features 248 rooms and suites, 5 spectacular food & beverage outlets, 12 state-of-the-art meeting venues, 950 SQM ballroom, a gym, a full service spa and a rooftop infinity pool.

#### Major Achievements:

##### The Westin Dhaka

- Finalized The Westin Dhaka renovation plan with Marriott design team.
- Finalized all consultants for architecture, interior, HVAC, light, F&B, MEP, etc for the renovation.
- Processed Marriott pending management fee in consultation with owner and hotel team.
- Co-ordinated newly appointed GM to achieve financial and non-financial KPIs.
- Co-ordinated with GM to increase top-line and bottom line.
- Ensured that hotel meet compliances with all government regulations, law of the land and brand guidelines.

##### Upcoming Sheraton Dhaka

- Changed around 100 spots in architectural design to make operationally efficient both FOH & BOH and co-ordinated with Marriott design team.
- Completed Critical Path Method (CPM) with Marriott guidelines.

- Completed Fire Life Safety (FLS) requirement in accordance with Marriott guidelines.
- Co-ordinated with GM to hire senior management.
- Was fully involved in the process to purchase FF&E and OS&E.
- in coordination with Marriott team at the pre-opening phase, set up the entire hotel - 248 rooms and suites, 5 spectacular food & beverage outlets, 12 state-of-the-art meeting venues, a gym, full service spa and a rooftop infinity pool.
- Completed pre-opening budget (POB), sales strategies, pricing, and marketing plan with GM.

#### **Hansa – a Premium Residence**

- Established brand guidelines for Hansa Hotel. It has 76 contemporary rooms including 12 suites, 2 world class restaurants.
- Re-structured sales strategy, marketing plan & OTA management.
- Recruit and train senior management to ensure smooth operation.

#### **Hansa Management**

- Re-structured Hansa Management sales & marketing and made it profitable.
- Developed brand guidelines and culture.
- Recruited and trained senior employees to get maximum output.
- Established Hansa Management as one of the pioneer facility management company in the country.

**Position:** **Resident Manager**

*(Additional role: General Manager (acting) from December 2017 to August 2019)*

**Duration:** **August 2017 – August 2019**

**Employer:** The Westin Dhaka (Managed by Marriott International, Inc)

**Establishment:** The Westin Dhaka is the 5 Star Hotel with 235 guest rooms, Heavenly Spa with 6 treatment rooms, 5 Restaurants and Bars, 24-hour In-Room Dining, Conference facilities – 525 sqm ballroom, 3 small meeting rooms, Westin Workout Fitness Studio, Swimming Pool, Westin Executive Club.

#### **Major Achievements:**

- Hotel was RPI ranking of number 1 in the market.
- Hotel was top 3 in the Region in terms of ADR and RevPAR.
- Hotel was best performing in the Region in terms of F&B revenue.
- Hotel was number 1 in TripAdvisor ranking in the country.
- Seasonal Tastes was number 1 in TripAdvisor ranking in the country in the restaurant category.
- Seasonal Tastes won "Best All Day Dining Restaurant Awards in Bangladesh" by Hotel Luxury Awards in 2019.
- Hotel was number 1 in the Region for Starwood in terms of F&B Revenue.
- Hotel met all other KPI's in terms of Guest Satisfaction, brand identity, security, food safety, staff well being.
- Redefined F&B service in breakfast & ODC (out-door catering). Arranged ODC multiple times (2017-2019) at President House, Prime Minister House, and also government & corporate ODC for 700pax & 1,000pax respectively around 350 km away from the hotel.
- Led the team to successfully integrate The Westin Dhaka from Starwood Inc to Marriott International.
- Winner of the "Best Business Hotel in Bangladesh" at the World Hotel Luxury Awards in 2019.
- Winner of the "Best Business Hotel in Bangladesh" at the World Hotel Luxury Awards in 2018.

- Winner of the "Best Business Hotel in Bangladesh" at the World Hotel Luxury Awards in 2017.
- Winner of the "World Luxury Spa Awards" at World Luxury Spa Awards in 2018.
- Winner of the "World Luxury Spa Awards" at World Luxury Spa Awards in 2017.
- Remarkable revenue growth year over year:

<b>Heading</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Total Hotel Revenue	BDT 1912.2 M	BDT 2,067.6 M	BDT 2,071.4 M
Hotel F&B Revenue	BDT 989.8 M	BDT 1096 M	BDT 1,107.9 M
Room Profit	89.56%	89.51%	92.85%
F&B Profit	64.44%	63.43%	64.88%
Other Operation Dept. Profit	82.48%	79.63%	82.87%
GOP	56.13%	56.47%	58.63%
payroll percentage to revenue	7.77%	8.07%	8.89%

N.B: Above mentioned revenue is without 10% service charge.

**Position:** **Director of Operations**

*(Additional role: General Manager (acting) from Dec 2016 to Sep 2017)*

**Duration:** **August 2016 – July 2017**

**Employer:** The Westin Dhaka (Managed by Marriott International, Inc)

**Major Achievements:**

- Led The Westin Dhaka from front to continue its business during the unfortunate terrorist attack in 2016 at Gulshan, Dhaka that took place at a distance of approx. 1.5 km. With the help of management company, Government Law enforcement agencies, and my team I turned the business to its ever highest level from the following year of the incident until 2019 while other Hotels were struggling to survive.
- Hotel ranked top 10 for Ambassador Service Guest Program in Starwood Hotel & Resorts South Asia in 2016.
- Implemented sustainability in engineering & laundry operations which reduce cost and maximize profits.
- With the "Go Local" program, attracted local guests and increased F&B business.
- Reduced the cost of housekeeping by applying sustainability room amenities.
- Meet all financial & maximum non-financial KPIs in 2017.
- Meet all financial & maximum non-financial KPIs in 2016.
- Winner of the "Best Business Hotel in Bangladesh" at World Hotel Luxury Awards in 2016.
- Winner of the "World Luxury Spa Awards" at World Luxury Spa Awards in 2016.

**Positions & Duration:**

Director of Rooms & Operational Excellence (January 2016 – July 2016)

Front Office Manager & Operational Excellence (January 2015 – December 2015)

Front Office Manager (April 2014 – December 2014)

Asst. Front Office Manager (October 2013 – March 2014)

**Employer:** **The Westin Dhaka**

**Major Achievements:**

- Restructured Front Office up-selling program and upsold \$ 216,604 USD in 2014 and \$ 254,887 USD in the year 2015. Received a certificate for the best up-selling property in the south Asia region in 2014 by Starwood senior management team.
- Received the "Service Culture NextGen Championship" certificate from Starwood Asia Pacific in 2015.
- Awarded "Best in Class Manager" by Starwood Hotel & Resorts South Asia for associate feedback in 2015.
- Received the certification of Train the Trainer (TOT) from Starwood Asia Pacific.
- Received Certification for "The Seven Habits of Highly Effective People Training Program" by FranklinCovey.
- Worked as SPG Champion, StarGuest Champion, Safety & Security Champion, Brand Health Champion, and Service Culture NextGEN certified trainer from Starwood.
- Launched SPG Preferences, StarGuest, and Westin Experienced Specialist (WES).
- Completed Starwood ExCom Track (2014-2015; Mentor Mr. Ravi Shankar, Regional Director, New Builds, Transitions & Operations Support, South Asia at Starwood Hotels & Resorts).
- With the "Know Your Guest" program, ensured personalized guest service and increased guest satisfaction.
- Meet and exceed The Westin Dhaka GEI - Guest Experience Index goal and loyalty program goal consistently for three years (2015-2017).
- Increased The Westin Dhaka GEI - Guest Experience Index from 8.21 to 8.97.

**Position:** **Various Positions (Full Time Employment)**  
**Duration:** **July 2007 – September 2013**  
**Employer:** **The Westin Dhaka (Managed by Starwood Hotels & Resorts, Inc.)**

Worked from July 2007 to September 2013 at The Westin Dhaka in various positions as Duty Manager, Front Office Supervisor, Guest Service Associate, Housekeeping Associates at different outlets in Room Division. During this time, The Westin Dhaka Management recognized me several times with awards – "Associate of the Month", "Manager of the Quarter" and "The Best Employee of the Year."

**Position:** **Various Positions**  
**Duration:** **October 2000 – June 2007**  
**Employer:** **Pan Pacific Sonargaon Dhaka, Ex-Dhaka Sheraton Hotel and The Westin Dhaka**

Worked from October 2000 to June 2007 in various positions in entry-level with different roles in different outlets (Housekeeping, Food & Beverage Production, Food & Beverage Services, and Front Office) of different five-star hotels of the country in a part-time and full-time manner.

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### Education

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**PhD** **Research on Going, The University of Dhaka**  
Pursuing Doctor of Philosophy (PhD) in Tourism & Hospitality Management

**MPhil** **2015 – 2022, The University of Dhaka**  
Successfully completed Master of Philosophy (MPhil) in Tourism & Hospitality Management.

**MBA** **2012 – 2014, The University of Dhaka**

Successfully completed Master of Business Administration (MBA) in Tourism & Hospitality Management.

**Diploma in Hotel Management**      **2004 – 2006, National Hotel & Tourism Training Institute (NHTTI), BPC**  
Successfully completed 2 years **Diploma in Hotel Management**

**Master of Arts (MA)**      **2002 – 2004, National University**  
Successfully completed Master of Arts (MA) from National University.

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### Reward and Recognitions by Employers

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For my excellent work, many times I have been rewarded and recognized by my employers. Some of them mentioned below:

- I have personally received the "Best Business Hotel in Bangladesh" consistently for 3 years at the World Hotel Luxury Awards.
- Achieved titles – SPG Champion, StarGuest Champion, Safety & Security Champion, Brand Health Champion and Service Culture Next GEN certified trainer from Starwood. As a Service Culture Next GEN certified trainer I was responsible to build, train and retain Starwood brand culture at the property.
- Successfully started up-selling incentive at The Westin Dhaka to motivate the team. Up-sell amount reached \$ 254,887 USD in the year 2015 and \$ 216,604 USD in 2014. Acknowledged by Starwood senior management team and received certificate for the best up-selling property in the south Asia region in 2014. Other hotels are now following this strategy to increase revenue in this market.
- Received regional recognition of acknowledging "Ambassador Service Guest".
- During my time I have historically increased The Westin Dhaka F&B revenue and recognised by Area Leader.
- Selected as best manager based on associate feedback of Starwood "StarVoice Survey" in 2015.
- Selected as best employee consecutively seven times from 2009 to 2015 by management team.
- Received Fire Fighting and First Aid training from Fire Brigade and Civil defence of Bangladesh.
- Several times I have been awarded with Associate of the Month, Associate of the Year, Supervisor of the Quarter, Supervisor of the Year, Manager of the Quarter, Manager of the Year.
- Attended many local & international training program and completed successfully. Received the certification of Train the Trainer (TOT) from the regional office and trained the Team for Welcome and Farewell.
- Received Certification for "The Seven Habits of Highly Effective People Training Program" by Franklin Covey.
- Received Certification for completion of workshop on Foundation Course on New VAT (Value Added Tax).
- I led The Westin Dhaka from front to continue its business during the unfortunate terrorist attack in 2016 at Gulshan, Dhaka that took place at a distance of approx. 1.5 km is the most mentionable achievements of my career. With the help from Government Law enforcement agencies, management company and the team he turned the business to its ever highest level from the following year of the incident until 2019 while other Hotels were struggling to survive.

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### National & International Awards

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My contributions to tourism & hospitality sector have not gone unnoticed. I have received numerous national and international accolades, including:

- Most Awarded Hotelier of Bangladesh 2024 by Bangladesh International Hotel Association (BIHA).
- Tourism Face of South Asia at South Asian Travel Award (SATA) 2024.
- Hotelier of the Year 2024 at Bangladesh Travel, Tourism and Hospitality Awards (BTTHA) 2024 by Bangladesh Monitor.
- Hospitality Professional of Bangladesh (2024) at TITA by Tourism Association of Bangladesh.
- Best Hotelier of Bangladesh by Hotel Industry Architecture, Interiors & Management Conference 2024
- Best Hospitality Business Professional of the Year at International Business Excellence Awards 2023 by Business America.
- Hospitality and Tourism Leadership Award at Leadership Excellence Summit 2022 by Leaders Forum BD.
- Best Hospitality Business Professional of the Year at Weekly Arthakantha Business Excellence Award 2022
- Icon of the Hospitality Award 2022 by 7th International Business Genius Bangladesh – 2022 – organized by Federation of Hospitality, Tourism and Event Management (FoHTEM).
- Winner in Asian Curry Award 2021 – an exclusive International accolade awarded by Asian Catering Federation, UK.

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### Membership & Affiliations

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I am actively involved in various industry organizations, including:

- Member, Tourism Masterplan Evaluation Committee, Ministry of Civil Aviation & Tourism (MOCAT), Government of the People's Republic of Bangladesh.
- Official Judge, World Chefs Culinary Cup Korea 2024.
- Vice-President, Bangladesh Travel & Tourism Council (BTTC).
- Chairman, Bangladesh Housekeepers' Association Advisory Board.
- Co-Chairman, Bangladesh International Hotel Association's (BIHA) standing committee of Planning and Development.
- Chief Advisor, Chef's Federation of Bangladesh (CFB).
- Director, Tourism and Hospitality Industry Skill Council (ISC), Bangladesh.
- Member, Dhaka Chamber of Commerce and Industry (DCCI) Bangladesh.
- Director, World Tourism Network (WTN) Dhaka Chapter.
- Fellow Member, Bangladesh Society for Human Resources Management (BSHRM).
- Honorary Consultant, Tourism Resort Industries Association of Bangladesh (TRIAB).
- Curriculum Committee Member, Tourism & Hospitality Management, University of Rajshahi, Bangladesh.
- Curriculum Committee Member, Tourism & Hospitality Management, National University of Bangladesh.
- Curriculum Committee Member, Tourism & Hospitality Management, Gopalganj Science and Technology University.
- Curriculum Committee Member, Tourism & Hospitality Management, Noakhali Science and Technology University, Bangladesh.
- Chairman, Bangladesh International Hotel Association (BIHA) Champions League (BCL).
- Chairman, Bangladesh Housekeepers' Premier League (BHPL).

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**Sports and Other Activities**

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I am a passionate cricket enthusiast and dedicated advocate for the quality growth of the game. With a strong leadership presence in the sports arena, I have played a pivotal role in promoting and organizing competitive cricket tournaments, particularly within the hospitality sector.

I am currently serving as the Chairman of the Bangladesh International Hotel Association (BIHA) Champions League (BCL) and the Bangladesh Housekeepers' Premier League (BHPL). In addition, I have organized and actively participated in several other non-professional cricket tournaments. Through these initiatives, I worked tirelessly to enhance the competitiveness, visibility, and professional structure of the sport.

With years of experience in the sports, culture, and tourism industries, I am deeply committed to identifying and nurturing talented players. My approach focuses on aligning individuals with the right opportunities based on their unique skills and strengths, ensuring a pathway for growth and excellence.

Beyond cricket, I am a strong advocate for sports tourism, a thriving industry in many parts of the world. I envision elevating Bangladesh's presence in the global sports landscape by fostering high-quality gameplay, player development, and visionary leadership, ultimately strengthening Bangladesh cricket's standing on an international level.