



December, 2017

To whom it may concern,

It is my pleasure to recommend Rita Amorim for employment within your organization

I have worked with Rita from July 2017 until December 2017, which time she worked as a trainee for our organization.

I have been impressed with Rita's attitude and productivity during the time she worked with us.

Rita is both very bright and motivated. I am confident that she will devote herself to a position within your organization with a high degree of diligence. She is a quick learner and has shown the ability to digest large volumes of information.

I recommend Rita without reservation. Please let me know if you have need for additional information about Rita.

Sincerely,

Anne-Katrien Hooft van Huysduynen

Director of Revenue Management



E. [annekatrien@xotels.com](mailto:annekatrien@xotels.com)

T: 0034 934 641 801

S. Anne-Katrien Hooft (skype)

# Letter of Recommendation / Rita Amorim

10<sup>th</sup> September 2021

To whom it may concern

My name is Chris Pitcher and I have been a Regional Revenue Manager at Accor Hotels for 10 years and more recently took on the role of Director of Revenue at GLH Hotels. Prior to these roles I was Head of Commercial at Tui; Ski, Lakes and Mountains Specialist Division.

I was fortunate to have the opportunity of employing Rita as Multi-Hotel Revenue Manager at Accor Hotels, following her graduation in Business Administration and Hospitality Management, with flying colours, from Glion Institute of Higher Education. Start of employment date was 6<sup>th</sup> March 2019 and I have worked alongside Rita for two and a half years.

Myself and the Director of RM for Accor UK and Ireland at the time were immediately drawn to Rita's professionalism and ambition and we had no hesitation in offering a position as Junior Multi-Hotel Revenue Manager immediately after interview. Rita progressed quickly within Accor and was promoted to Multi-Hotel Revenue Manager in September 2019; sooner than we would normally promote this position but in recognition of Rita's strong contribution during that relatively short period of time.

Rita exemplifies the key hospitality assets of guest passion and high service standards, while also possessing a strong level of technical revenue management ability. She has been instrumental in driving a variety of business-critical projects related to service provision and revenue optimisation during her time within the business. She has shown team leadership, empathy towards clients internal and external alike, as well as a very organised approach to getting the job done to a high standard.

On a day-to-day basis, Rita has been responsible for a cluster including one of Accor's most significant revenue drivers; the conference hotel Ibis London Earls Court. This required a strong strategic skillset in this large complex multi-segment property. She also managed several other dynamic and high performing markets across London. Rita also possesses an excellent knowledge of the wider UK hotel market, having covered many other clusters and by being inquisitive and ambitious in learning from colleagues across the business.

Up until my move to GLH we had been working together on a leadership pathway towards more senior positions based on mentorship and higher-level training opportunities. Although Rita is young, the breadth of experience she has gained, and the standard she delivers mean that it is only a short matter of time before she advances to a more senior role. Over the long term I would say that "the sky's the limit".

Rita's greatest asset? Probably that she genuinely cares: Cares about clients, cares about getting the job done well, cares about supporting colleagues and cares about being the best version of herself that she can be.

I am grateful for having had the opportunity to work with Rita and I would not hesitate to recommend her further study opportunities or revenue/commercially related positions and any organisation would be lucky to have her.

Yours faithfully,

  
Chris Pitcher

Director of Revenue GLH Hotels

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**FW: Hospitality On - Rita Amorim**

AMORIM Rita &lt;Rita.AMORIM@accor.com&gt;

seg, 04/10/2021 18:00

Para: ritaamorim97@outlook.com &lt;ritaamorim97@outlook.com&gt;

**From:** VOLPATTI Geoffrey <[Geoffrey.VOLPATTI@accor.com](mailto:Geoffrey.VOLPATTI@accor.com)>**Sent:** 01 October 2021 14:21**To:** AMORIM Rita <[Rita.AMORIM@accor.com](mailto:Rita.AMORIM@accor.com)>**Subject:** Hospitality On - Rita Amorim

To Whom it may concern

Subject Hospitality On, Worldwide Hospitality Awards – Rita Amorim.

Dear Sirs,

I am coming forward to highlight the accomplishments of one of our most talented Multi-Hotel Revenue Manager (MHRM) in the RM Centralised team based out of London and covering more than 150 properties.

Rita Amorim was the first profile selected in our Junior MHRM program back in March 2019. The program has the vocation of embarking first-time revenue manager through a 8 months fast-tracking development program allowing each participants to dive in the hotel RM environment very quickly.

Just fresh out of school, Rita embraced this method and quickly started influencing the strategy of her portfolio of hotels. Going from the theory to an accompanied practice is never an issue transition but she was able to adjust, adapt and develop in the process. Making her one of the youngest MHRM in our team after she was promptly promoted at the end of the program.

Rita is now leading all revenue management and commercial strategy aspect for one of our most dynamic portfolio in one of the most dynamic market place, London. Her ability to go beyond the text books and learn and develop by experience makes her today a respected revenue leader, spreading her influence with various stakeholders and adjusting each time to the complexity of each property.

Highly respected within the team and recognised for her skills in a very short time, Rita throws herself entirely in extra projects with the rest of the team and is always looking at new ways of growth.

With a short but already rich career, Rita Amorim has definitely proven that with enthusiasm, perseverance and commitment a great deal can be achieved and as a leader it is a delight to see a Revenue Manager, 30 months into the job, embracing the discipline and its challenges while at the same time winning the recognition from her peers and senior stakeholders.

Best regards,

G.

**Geoffrey Volpatti***VP RM Product & Commercial Services Northern Europe**Acting VP Revenue Management, Managed properties UK&I - BeNeLux*

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## Letter of Recommendation Rita Amorim

20<sup>th</sup> September 2021

To whom it may concern,

I am the General Manager of Ibis London Earls Court Hotel and ILEC Conference Centre for the past 4 years. I have also been working with Accor Hotel in UK since 2007 where I have held many management positions along with Front of House and Revenue Management roles.

I have been working with Rita since August 2019 when she was appointed Revenue Manager for my hotel. Rita quickly impressed us with her professionalism, maturity, values and dedication to her work and colleagues.

Rita is a very inquisitive person and is always looking to acquire new knowledge and experience in areas even outside the direct remit of her job and duties, which gives her a much better and holistic view of hotel business. This knowledge together with her very strong analytical skills, empowers Rita to formulate and execute very complex strategies to perfection and has helped the hotel to achieve a record financial results in 2019 and in the hotel's history.

Rita has a very balance profile where she is not only results driven but socially involved and deeply empathetic towards her colleagues' wellbeing. Rita has not only built very strong relationship with our hotel team but also with many of our clients too. Rita is truly an invaluable member of our team and role model and inspiration for all of us.

I am extremely grateful for having had the opportunity to work with Rita and I would not hesitate to recommend her for any commercial or project management positions where she will be an invaluable asset to her colleagues and company.

Yours sincerely,



Ioannis Koletakis  
General Manager  
Ibis London Earls Court & ILEC Conference Centre

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# THE RITZ-CARLTON

HONG KONG

Hong Kong, 7<sup>th</sup> January 2017

To Whom it May Concern:

I highly recommend Rita Amorim as a great hospitality professional. Rita was employed by The Ritz-Carlton Hong Kong as an F&B Trainee at the Michelin starred Restaurant Tosca.

Rita has excellent communication skills and she's very passionate about hospitality. In addition, she is extremely organized, reliable and amazing in Guest engagement. Rita has great learning attitude and she's always looking to improve and challenge herself and able to follow through, to ensure the highest attention to details. She is flexible and willing to work with the whole team with great positive attitude and flexibility on solving problems.

Rita would be a tremendous asset for your company and has my highest recommendation. If you have any further questions with regard to her background, please do not hesitate to call me.

Sincerely,

Matteo Gaeta  
Restaurant Assistant Manager