

AHMET CAN YEŞİLDAĞ

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EXECUTIVE PROFILE

Hotel General Manager with more than 30 years in international hospitality, including GM mandates for Hilton, Radisson Hotel Group and Titanic Hotels across Saudi Arabia, Türkiye, Azerbaijan and Canada, and senior hotel operations leadership within Marriott International. Cornell General Managers Program graduate.

Experienced running full-service luxury properties of 245–331 keys with large ballroom, multi-outlet F&B, spa and fitness operations; leading Executive Committees of eight department heads; and converting brand service strategy into measurable ADR, RevPAR, profit and guest satisfaction results without compromising associate satisfaction. Direct Kingdom of Saudi Arabia experience: recruited to lead the pre-opening and launch of a 305-room hotel and serviced-apartment property from critical path through to operation.

AREAS OF STRENGTH

Commercial & Financial Departmental budgets and P&L · Financial reporting against budget · Wage Progress Report and labour cost control · Occupancy, rate and controllable expenses · Capital expenditure planning · Revenue management, ADR and RevPAR growth · Direct booking and OTA mix

Operations Front Office · Housekeeping · Food & Beverage and Culinary · Event Management and MICE · Engineering and Maintenance · Security and Loss Prevention · Recreation, Fitness and Spa · Rooms and residences / serviced apartments

Leadership & People Executive Committee leadership · Operations strategy aligned to brand business strategy · Hiring of operations management · Annual performance appraisals · Associate engagement surveys and open-door culture · Coaching, mentorship and talent development · Multi-cultural teams across MENA, Türkiye, CIS and North America

Brand & Guest Brand service strategy and standards compliance · Quality and brand audit readiness · Guest satisfaction programmes and CRM · Service-culture transformation · Pre-opening, critical path and management-agreement compliance

PROPERTY LEADERSHIP EXPERIENCE

Founder & Managing Director | Greenmountains Project Management & L&D Institute

Greater Toronto Area, Canada · January 2019 – Present

Operator-led advisory practice for hotel owners, operators and investors, built on 30+ years of international hotel operations. Advisory is delivered from the floor up, not from a slide deck.

- Advise ownership and operating teams on pre-opening strategy, operational set-up and SOP development for new hotel properties.
- Lead revenue strategy, demand management and distribution optimisation mandates for independent and mid-scale hotel groups.
- Deliver executive coaching and leadership development for General Managers and Executive Committee members.
- Run international hiring and talent placement across MENA, Türkiye and Canada.
- Current focus areas: intelligent guest communication, AI concierge integration, and helping operators compete on service technology.

Hotel General Manager | Hilton

Ontario, Canada · September 2021 – January 2024

Led the pre-opening and subsequent operation of a 105-room hotel and apartment facility.

- Directed leadership recruitment, SOP development, operational readiness and business planning through pre-opening into stabilised operation, with full compliance to brand QPR standards.
- Owned budget management, regulatory compliance and service-quality performance for the property.
- Sustained operational continuity through proactive problem-solving and hands-on administrative control.
- Handled guest and client escalations personally, protecting brand loyalty and converting service recovery into repeat business.

Senior Hotel Operations Manager | Marriott International

Greater Toronto Area, Canada · February 2019 – September 2021

Led multiple key operating functions for an upscale 135-room hotel within the Marriott system.

- Directed all aspects of talent development — hiring, training, routine evaluations and continued mentorship — to build a well-qualified multi-disciplinary team.
- Tracked and reviewed projected fluctuations in business levels and led the strategic development of actionable spending and labour plans to meet requirements while minimising expenditure.
- Increased revenue through optimised digital marketing and sales strategies.

- Improved guest satisfaction scores by aligning service delivery with brand quality benchmarks.

General Manager | Titanic Business Hotel Golden Horn — Titanic Hotels

Istanbul, Türkiye · December 2017 – February 2019

Full-service five-star property: 331 keys, 600-person ballroom, 12 meeting rooms, three restaurants, two bars, and 4,000 sqm of spa and fitness facilities with 2,500+ members.

- Led and mentored eight executive department heads, setting short- and long-term strategic roadmaps aligned to ownership growth targets.
- Achieved a €10 ADR expansion and a €6 RevPAR increase year over year by opening new market opportunities for direct booking and applying disciplined revenue management.
- Improved direct booking and OTA performance through close partnership with the Sales and Revenue Management team.
- Selected and implemented a new CRM system, lifting guest satisfaction scores.
- Property recognised within the top 10% of reputable hotels in Istanbul.

General Manager — Pre-Opening | Radisson Hotel Group

Kingdom of Saudi Arabia · November 2016 – December 2017

Selectively recruited to spearhead the launch of a new 305-room hotel and serviced-apartment facility.

- Delivered the pre-opening in full compliance with the Critical Path and International Management Agreement across every pre-opening stage.
- Stood up the leadership team end to end — hands-on control of the recruitment lifecycle including hiring, coaching and routine performance evaluations across multiple levels of management.
- Authored and implemented pre-opening SOPs aligned with brand and industry best practice.
- Developed business plans, target objectives, budgets and operational roadmaps, tracking adherence to technical and brand requirements.

General Manager | Radisson — Radisson Hotel Group

Baku, Azerbaijan · September 2013 – November 2016

High-volume 245+ room hotel with all-day dining restaurant and bar, nightclub, ballroom and six meeting rooms. • Named Best Performance Hotel for the Eastern Europe Region (2014) and presented the Best Results Hotel Award at the Carlson Rezidor Regional General Managers Meeting, St Petersburg.

- Expanded gross profit to 4.3+ TAZN from 3.38 TAZN by executing cost-management initiatives alongside revenue management strategy.
- Delivered a comprehensive soft renovation of all rooms, corridors and meeting rooms within deadline and budget.
- Raised the Climate Analyze associate engagement score to 94.6 from 87.2 through hands-on coaching, mentorship and visible floor leadership.
- Grew room revenue by proactively developing corporate and online business segments.

Cluster General Manager | Titanic Business Hotels — Titanic Hotels

Istanbul, Türkiye · February 2009 – September 2013

Two properties of 192 and 51 rooms with extensive MICE facilities — a multi-functional ballroom and 20+ meeting rooms. • Recognised as the region's Best MICE Hotel.

- Orchestrated the master schedule for a large-scale banquet operation, balancing group, corporate and social demand.
- Built a high-performance leadership bench through hiring, training, mentorship and structured professional development.

General Manager | İstanbul Sabiha Gökçen International Airport — Investment Development &

Operation Inc. Istanbul, Türkiye · January 2005 – February 2009

- General Manager within the investment, development and operating company for Istanbul's second international airport — a large-scale, high-throughput service environment.

EARLIER CAREER

Director of Food and Beverage, Richmond Hotel & Suites, Istanbul (2003–2005) · Assistant Food and Beverage Manager, Sheraton Hotels & Resorts, Izmir (2002–2003) · Assistant Food and Beverage Manager, Limak Investments, Antalya (2001–2002) · Director of Operations, Events and Catering Services Co., Istanbul (1995–2001) · Food and Beverage Bar Supervisor, Hyatt Regency Istanbul (1993–1995) · Food and Beverage Trainee, Swissôtel The Bosphorus (1991–1992) and The Marmara Hotel Istanbul (1990–1991).

EDUCATION & CERTIFICATION

Cornell University The General Managers Program, School of Hotel Administration (2014–2015)

Cornell University Certificate in Strategic Leadership for the Hospitality Professional (2014–2015)

Radisson Hotel Group General Manager Certification Program (2013–2014)

Anadolu University Bachelor of Business Administration (B.B.A.), Business Administration (2001–2003)

Boğaziçi University Associate of Arts (A.A.), Hotel Management (1997–2001) — Honours Degree

LANGUAGES & TEACHING

Languages Turkish (native) · English (full professional) · Azerbaijani (full professional) · German (elementary) **Hospitality**

Education Senior Instructor — Queen's College of Business, Technology & Public Safety / Lambton College partnership programs (2022–present) · Senior Instructor, Fanshawe College (2023–2024) · Course Instructor, Vatel Business School, Istanbul (2023–2024)