



## COMPANY PROFILE



## INTRODUCTION

*MJB Hoteliers* was established in 2012 by Michael Burchett and Troy Sinclair; a partnership that represents decades of hands on experience throughout Asia.

*MJB Hoteliers* was born out of the need to create a management company representing the best interests of Owner & Developers, providing advice and management based on a philosophy of ***seek to understand rather than insist on being understood***.

*MJB Hoteliers* brings a depth of development and management experience, ensuring that the Owner's vision is incorporated into the design and operation of their hospitality property.

*MJB Hoteliers* core principles are centered around the relationship between the Owner/Developer and Manager/Consultant; being a partnership based on trust and transparency, and an operating management philosophy that encourages empowerment at all levels.



## PHILOSOPHY

*MJB Hoteliers* principal philosophy is to understand the desires and needs of the Owner and to work in partnership to achieve their objectives.

### Management Operating Philosophy

With extensive experience throughout Asia and in particular Indonesia, MJBH instills in the team members under management a sense of empowerment, built upon the key qualities of respect, trust, honesty, sincerity, confidence, understanding, flexibility, diligence, caring and passion.

#### *One Team*

To work together as one team. To respect and understand each other's needs. To support and assist each other. To be flexible and understanding. To be open, honest and communicative.

#### *No Problem*

The first response to every request. Be flexible. Avoid confrontation. Nothing is set in stone. The impossible just takes a little longer.

#### *Keep It Simple*

Look for the simplest solution. Use common sense and experience. Think outside the box. Be creative. Be innovative. Be efficient. Be uncompromising in the pursuit of excellence.

#### *Just Do It*

Take ownership. Be confident. Be responsible. Be opportunistic. Be proactive.



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## SERVICES

### Management

*MJB Hoteliers* tailors its management services to meet the Owner's vision and requirements. As the Owner's representative MJBH ensures that what is promised is delivered in a timely and professional manner for existing and new business. MJBH management services include:

*Asset Management | Property Operational & Brand Standard Reviews | Quality Assurance Reviews | Operations – Rooms, F&B, Spa and supporting services | Human Resources – Personnel, Recruitment & Training | Business Development – Marketing, Sales, Public Relations, Revenue Management, Reservations | Financial Operating Systems*

### Consultancy

*MJB Hoteliers* development and operational experience ensures that the conceptual and development phases incorporate all the aspects required to position the property for success, including functional and efficient designs necessary to support a profitable operation whether for existing or new business including the following:

*Concept Development | Architectural Design Reviews | Interior Design Reviews | M&E Design Reviews | Landscaping Design Reviews | Lighting Design Reviews | Environmental Design Reviews | Refurbishment Programs*

## SERVICES

### Technical Services for New Developments

*MJB Hoteliers* project management experience ensures that each stage during project development receives the necessary oversight and supervision to focus the Designers, Consultants and Contractors on achieving the Owner's vision.

*Project Management | Architectural Design Oversight | Interior Design Oversight | M&E Design Oversight | Landscaping Design Oversight | Lighting Design Oversight | Environmental Design Oversight | FF&E Oversight*

### Opening Services for New Developments

*MJB Hoteliers* opening management experience ensures that the opening budget is managed efficiently; that the property will commence operation in a phased or complete state; and is positioned correctly to take advantage of market conditions.

*Business Development – Marketing & Public Relations Program | Room Amenity Program | Uniform Design  
Brand Standards – Implementation of Graphic & Design Standards | F&B Concept Development & Implementation  
Operating Standards Development & Implementation | Finance – Policies & Procedures  
Human Resources – Policies & Procedures | Recruitment & Training | IT Systems – Implementation  
Operating Equipment – Recommendations & Placement*

## SERVICES

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### Food and Beverage Consultancy

When developing a new concept and strategy for a Food and Beverage project, *MJB Hoteliers* will take into account multiple variables to ensure the success and longevity of the business. Location, target market, budget, competition, local and worldwide industry trends and logistical concerns. MJBH management services include Concept Development, Design and Reviews.

*Kitchen Design | Kitchen Equipment Selection and Work Coordination | Schedule of Works & Target Dates  
Supervision of Installation | Testing of Equipment | Staff Interviewing | Menu Design | Management*

### Spa & Wellness Consultancy

*MJB Hoteliers* has the capability to create and impliment a tailored spa and wellness solution for your hotel or resort. Based on vast experience in this field and working with experienced trainers, suppliers, designers and products, MJBH will a profitable spa and wellness business.

*Market Research and Concept Proposal | Design Guidelines | Architectural and Design Reviews | Construction Review  
Opening Budget | Marketing and Business Plan | Opening Team Selection | Wellness SOPs | Specialist Training  
Coordination with Hotel Operations*

### Hotel/Development Licenses Processing

*MJB Hoteliers* provides advisory and coordination services for companies requiring licenses and permits to open and operate their business, both for PMA (Foreign Investment) and Local Company developments.

*Hospitality (Hotel & Villa) Star Rating | Cafe & Restaurant | Trading and Retail Company | Rental company*



## Island Escape Villas

*MJB Hoteliers* has created a Villa Management company offering management of privately owned Luxury Villas and smaller Resort projects, adding value to the Owner's asset through the application of MJBH's Hotel Principles and Brand Standards.

*Villa Management | Brand Standards, Learning & Development | Marketing & Sales | Website Design  
Social Media Management | Financial Services | Maintenance & Refurbishment Programs | F&B Programs |  
Concierge, Tour & Activities Programs*







## Profile

### ***Michael J Burchett*** ***Managing Director***

Michael Burchett is a 45-year veteran of the hospitality industry. He spent 17 years of his career with Regent and Four Seasons Hotels in Fiji, Australia, New Zealand, China, USA and Indonesia. He was the opening General Manager of the Four Seasons Jimbaran & The Regent Jakarta (now Four Seasons).

Michael continued his career as Vice President Operations with Royal Garden Resorts in Thailand responsible for hotels in Bangkok, Pattaya, Hua Hin, Phuket and Vietnam. In 2003 he returned to Bali to open Conrad Bali, prior to setting up his own company, MJB Hoteliers, specializing in Hospitality Management and Consulting Services. Until recently contracted through MJB Hoteliers as Vice President Indonesia for Mantra Group; and currently Regional Director of Operations SEA for Wyndham Hotel Group.

Michael is active participant in various professional Associations and the community, as he states consistently: "being privileged to live in Bali and travel through Indonesia and Asia has given me the opportunity to give something back to the community that has given me so much". He was instrumental in driving the recovery program for Bali during his three terms as Chairman of the Bali Hotels Association (BHA) 2004 to 2008, and remains an active Member of BHA today; past Vice Chairman of the Indonesian Hotel & Restaurant Association (PHRI); Past President Rotary Nusa Dua 2008/9; Bailli de Bali Chaîne des Rôtisseurs & current Board Member of Chaîne des Rôtisseurs Indonesia.

An Australian, Michael is married with two children. His home is Perth where he commutes to spend time with his family. He is a keen golfer.



## Profile

### ***Troy Sinclair*** ***Director***

Troy has amassed considerable international experience in the hospitality, banking and IT sectors in Australia, Europe and Indonesia.

Troy graduated from the University of Sunshine Coast in 2002 with a Bachelor of Business Information Systems; further enhanced when he completed a Masters of Business Administration Hotel & Tourism Management in 2010 through the University of Southern Cross.

In 2004, in partnership with his father Alan Sinclair, Troy developed and opened Batu Karang Lembongan Resort & Day Spa. Troy's practical experience stems from the many years establishing this Boutique Resort as the leading property on Nusa Lembongan, commencing with conceptual design, project management, through opening in 2006, and as General Manager until 2012.

As Owner & Manager of Batu Karang Resort, Troy gained a unique insight into the relationship between ownership and management; and a greater understanding of the partnership that must exist between Owner & Developer and Manager & Consultant to ensure success.

In addition to Troy's academic qualifications and practical experience, he continues to develop his Bahasa Indonesia language skills, currently holding a Level 5 (Business) certificate. Troy is also an accomplished surfer and Jui Jitsu proponent.



## Profile

### **JANE BURCHETT** **DIRECTOR**

Jane Burchett joined MJB Hoteliers in 2013 bringing with her over 30 years of experience in the hospitality industry. After spending a number of years working as a chef overseas, she returned home to Perth Western Australia, and started a significant catering business, expanding over the years to include:

- catering major events such as music festivals, conferences and weddings
- the development and distribution of a diverse range of wholesale food items to gourmet supermarkets & café's in and around Perth
- catering special events in her own Function Suite and Lounge Bar
- providing consulting project management services to the hospitality industry in Perth.

After more than 15 years in Perth, it was time for a change, and Jane relocated to Bali when she was appointed Director of Operations at MJB Hoteliers. During the next six years she broadened her knowledge and experience in all aspects of the hospitality industry providing consultancy services in F&B design, project management, menu development, training and operations oversight.

In 2018, Jane formed her own company, FOCUS on hospitality, providing personalised hospitality consulting services for new and existing businesses across Asia and Australia.



## Profile

***Made Darmawan***  
***Island Escape Villas***  
***Managing Director***

**Made Darmawan** is the Director of Island Escape Villas and the driving force behind the company's sales & marketing initiatives. He oversees the new developments, corporate strategy and brand direction. Made has over twenty one years of experience in operations, sales & marketing, finance, project development in the leisure industry in the United States and Indonesia. Before concentrating on Island Escape Villas, Made has been associated with a number of successful brands in the leisure industry including Hilton, Conrad, Banyan Tree, Alila, Four Seasons Resorts and Mantra Group Australia. Made is a graduate of College of the Canyons in California

Made's experience attracted him back into operations in Executive Management positions with Mantra Group and Alila Hotels & Resorts. Prior to joining MJB Hoteliers he played a pivotal role in rebranding Chedi to Mantra at Sakala Resort & Beach Club as Resort Manager. Now heading up the development of Island Escape Villas.



## Profile

### **Tobias Konopka** ***Operations Manager***

Tobi joined MJB Hoteliers in November 2019 and supports the Team in his role as Operations Manager, ensuring the business of MJB Hoteliers runs smoothly and responds to Owner's and Client's expectations in a professional manner. Tobi brings eight years of experiences from Germany and Indonesia.

After Tobi graduated from the Friedrich-Wilhelms-University, with a Master of Arts in Indonesian linguistics and Southeast Asian Studies and a scholarship holder of the Robert Bosch Foundation. He taught Intercultural Communication at the Pattimura University; while studying Project and Leadership Management.

After completing his scholarship, Tobi decided to move to Bali to join with MJB Hoteliers and start a professional career in the hospitality industry.

Tobi is a wine enthusiast and loves to travel through Asia and Europe.



## Profile

### **Rosmalia Hardman** ***Director of Operations & Development***

Rosmalia is a 40-year hospitality veteran with experience spanning across eight countries, ranging in scope from country operations, property, regional and corporate revenue, marketing and sales, project management, hospitality start-ups from city establishments to luxury lifestyle integrated resorts, with a portfolio of restaurants, bars, marina, villas, private residences, golf course, ski terrain, sports club, yacht club, golf & country club, snow sports academy, meetings and convention facilities.

A Singapore citizen, Rosmalia has held senior leadership positions at Jumeirah, Starwood Hotels & Resorts: W Hotels, The Luxury Collection, Mandarin Oriental, Melia Hotels, Rosenbluth International, The Fullerton, Pan Pacific, Melco China Resorts, and Kempinski Hotels. She was the former Chief Marketing Officer at PT. Lippo Karawaci Tbk. hospitality and leisure group. Prior to joining MJB Hoteliers, Rosmalia was Director of Revenue, Sales and Marketing at Wyndham Destinations, Asia-Pacific.

Rosmalia has a comprehensive knowledge of and aptitude for the Indonesian business culture and is an active participant and contributor in Indonesia's business community. She serves as board member at The Learning Farm, a Boston-based non-profit organization for vulnerable youths, and elected international board member of Aidhub.org, an Australian based non-profit organisation that provides global technology platform for managing aid and non-profit programs.





## Profile

**Gary L. Rosen**  
***Senior Consultant***

A senior hospitality professional and experienced General Manager with over 25 years of experience in the hospitality business in Bali as well as with major hotel brands around the world.

Gary has extensive experience of hotel pre-opening assignments, concept development as well as a very strong F&B background that has culminated in the creation some of Bali's best restaurants.

## Previous Experience in Indonesia

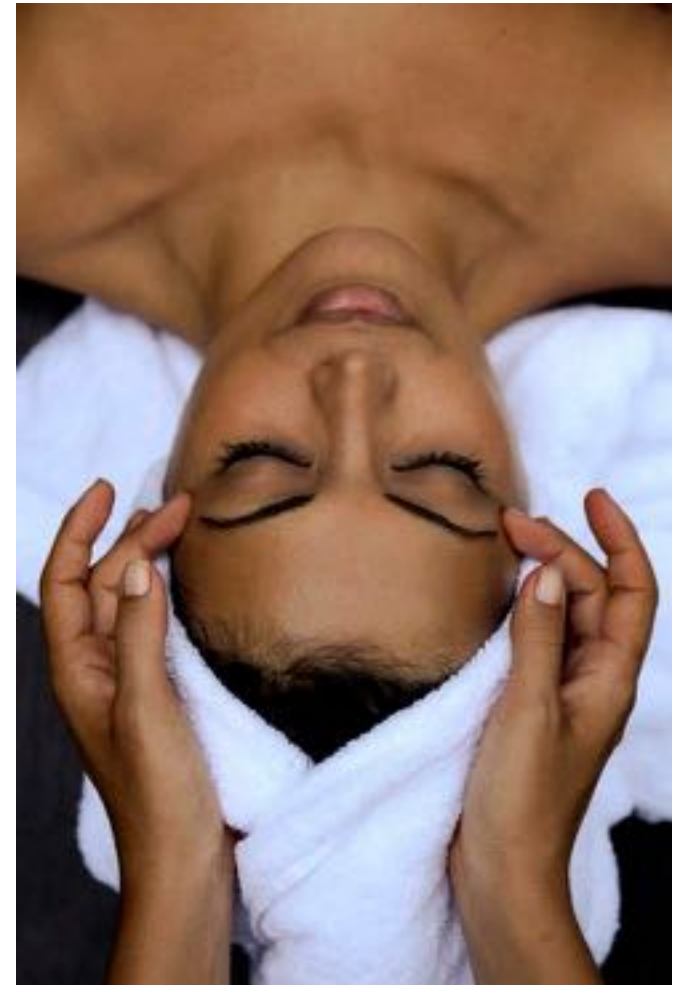
- Batu Karang Lembongan Resort & Day Spa, Nusa Lembongan, Bali
- Conrad Bali
- Four Seasons Bali at Jimbaran Bay, Bali
- Regent Jakarta (Four Seasons)
- Mandarin Oriental Jakarta
- Gran Melia Jakarta
- The Ascott Jakarta
- Hotel Indonesia Kempinski Jakarta
- The Luxury Collection: Keraton at The Plaza, Jakarta
- Wyndham Destinations: Jakarta, Surabaya, Palembang, Solo, Bali, Lombok
- PT Lippo Karawaci Hospitality & Leisure
  - Aryaduta Hotels in Jakarta, Tangerang, Bandung, Surabaya, Medan, Palembang, Pekanbaru and Bandung
  - Imperial Klub Golf, Tangerang
  - Waterboom: PIK Jakarta and Cikarang



## **MJB Hoteliers**

### **Technical, Opening & Management Services**

- Azzure Bali
- Bask, Gili Meno, Nusa Tenggara Barat
- Bombora Resort, Medewi, Bali
- Hideaway Villas, Pecatu, Bali
- Komune, Keramas, Bali
- Next Story Group, Ubud, Bali
- Satoria Dreamland Beach, Bali
- Springhill Jimbaran Resort & Residences, Bali
- Tamansari Gangga Resort, Bali
- The Elysian, Seminyak, Bali
- The Retreat, Candidasa, Bali
- The Retreat, Seminyak, Bali



## **MJB Hoteliers**

### **Technical, Opening & Management Support Services**

#### **K Club (2020)**

- Pre-opening K Club Ubud

#### **Wyndham Hotel Group (2017 – current)**

- Wyndham Garden Kuta Beach
- Wyndham Surabaya
- Wyndham Hotel Group SEA - Management & Technical Services Consultancy
- Wyndham Destinations Asia Pacific – Management & Technical Services Consultancy

#### **Wyndham Destinations (2020 – current)**

- IHC by Club Wyndham, Indonesia

#### **Mantra Group Indonesia (2012 – 2017)**

- Peppers Seminyak, Bali
- Mantra Sakala, Bali
- Mantra Group Indonesia – Master Services Agreement

#### **Island Escape Villas – Management & Marketing Services**

- Private Villa Management
- Daun Lebar Villas, Ubud Bali

