

MJB HOTELIERS

SO·JOURN
management

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 Owners & 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.

Sojourn Management was established in 2021 to create a separation between the Consulting and Technical Services expertise offered by *MJB Hoteliers*, and *Sojourn's* focus on Management and day-to-day Operations.

The same philosophy of ***seek to understand rather than insist on being understood*** is applied to ensure that the Guest Experience is exceeded, and Team Members are motivated to provide exceptional personalised service.

The Core Principals of *Sojourn's* management philosophy are centred around the eighteen (18) characteristics expressed by *Sojourn's* Team Members.



OUR CORE PRINCIPLES

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.

*Vision • Respectful • Caring • Confident • Honest • Sincere • Trustworthy • Positive • Happy
Passionate • Diligent • Understanding • Flexible • Helpful • No Problem • Keep It Simple
Just Do It • One Team*



OUR SERVICES

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.

Concept Development | Architectural Design Reviews | Interior Design Reviews | M&E Design Reviews | Landscaping Design Reviews | Lighting Design Reviews | Environmental Design Reviews | Refurbishment Programs | Asset Management | Property Operational & Brand Standard Reviews | Quality Assurance Reviews | Business Development & Licensing

Management

Sojourn tailors' management services to meet the Owner's vision and requirements. As the Owner's managing partner, *Sojourn* ensures that *The Promise* is delivered in a timely and professional manner for existing and new business.

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

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

Sojourns' opening management experience ensures control of the opening budget, balanced against operational needs, to maximise opportunities to position the property correctly and take full advantage of market conditions.

Business Development - Marketing & Public Relations Program | Room Amenity Program | Uniform Concept | 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

Food & Beverage Consultancy & Management

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

Kitchen Design | Kitchen Equipment Selection | Schedule of Works & Target Dates | Supervision of Installation | Testing of Equipment | Staff Selection | Menu Design | Management

Spa & Wellness Consultancy & Management

MJB Hoteliers & Sojourn enjoy the capacity to create and implement a tailored spa and wellness solution. Drawing on extensive practical experience and working closely with expert associates, trainers, suppliers and designers, *MJB Hoteliers* will create, and *Sojourn* will manage a profitable spa and wellness business.

Market Research and Concept Planning | Design Guidelines | Architectural and Design Reviews
Business Planning, Marketing & Forecasting | Brand & Operating Standards | Product Selection
Recruitment & Training | Uniform Design



Michael J Burchett
Managing Director

<https://www.linkedin.com/in/michael-burchett-bb244023/>

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

Michael continued his career as Vice President Operations with Royal Garden Resorts in Thailand responsible for hotels and resorts in Bangkok, Pattaya, Hua Hin, Phuket and Vietnam under the Four Seasons, Marriott and Anantara brands.

In 2003 he returned to Bali to open Conrad Bali, where he spent 9 years establishing Conrad amongst Bali's leading hotels. He established MJB Hoteliers in 2012, specializing in Hospitality Management and Consulting Services. In addition to new-build and existing projects, MJB Hoteliers was contracted to set up and manage Mantra Group in Indonesia. MJB Hoteliers remains actively involved in supporting Wyndham Destinations across Asia Pacific. Michael is an active participant in various professional Associations as he states, "being privileged to live in Bali and travel through Indonesia 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 four terms as Chairman of the Bali Hotels Association (BHA) 2004-2008 and remains an active Member of BHA, past Vice Chairman of the Indonesian Hotel & Restaurant Association (PHRI) along with being the past President Rotary Nusa Dua.



Troy Sinclair
Advisor

<https://www.linkedin.com/in/troy-sinclair-a7b0b671/>

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 Resort a. 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.



Jane Burchett
Director

<https://www.linkedin.com/in/jane-burchett-78165b7b/>

Jane Burchett joined MJB Hoteliers in 2013 bringing with her over 30 years of experience in the hospitality industry. After spending several 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 seven 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 personalized hospitality consulting services for new and existing businesses across Asia and Australia.



Rosmalia Hardman
Director of Operations & Development

<https://www.linkedin.com/in/rosmaliahardman/>

Rosmalia has over 43 years of hospitality experience in Japan, South Korea, China, Thailand, Singapore, Malaysia, Indonesia, and the Middle East, with responsibilities ranging from country operations to property management, regional and corporate revenue, marketing, sales, and project management.

She has extensive experience in hospitality start-ups from city hotels and retreats to luxury lifestyle integrated resorts, with a portfolio of restaurants, bars, marina, villas, cottages, private residences, golf course, ski terrain, sports club, yacht club, golf & country club, snow sports academy, wellness centre, dive centre, meetings and convention facility.

Rosmalia, a Singaporean, has held senior leadership positions at Jumeirah, W Hotels and The Luxury Collection, Mandarin Oriental, Melia Hotels, The Fullerton, Pan Pacific, and Kempinski Hotels. She was Senior Vice President, Marketing for Melco China Resorts, and was the former Chief Marketing Officer at PT. Lippo Karawaci Tbk. Prior to joining MJB Hoteliers, Rosmalia was Director of Revenue, Sales and Marketing for Asia-Pacific at Wyndham Destinations.

She serves as board member of The Learning Farm, a Boston-based non-profit organization for vulnerable youths, and is an 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.



Paolo Randone
Senior Consultant

<https://www.linkedin.com/in/paolo-r-8236a2/>

Paolo, an Italian national, has over 30 years of experience in the hospitality industry. After spending many years in Europe, he relocated to Asia in 1992 and has since worked in a number of Asian countries, including Indonesia, Korea, Bangladesh, Thailand, and Singapore. He has extensive work experience with international luxury hospitality brands, including Mandarin Oriental, Sheraton, Pan Pacific, and Dusit.

Prior to joining MJB Hoteliers and Sojourn in 2021, Paolo served as general manager of Wyndham Casablanca, Jakarta, for two years at Wyndham Destination. He is a professional in the hospitality industry who understands the significance of collaborating with owners and managers to create a dynamic team capable of achieving outstanding results.

Paolo has a solid operational foundation, emphasizing a hands-on approach and attention to detail. He has expertise in developing pre-opening strategies, innovative F&B design, and client relations.

Additionally, Paolo is a certified health and nutrition life coach. As a plant-based triathlete, he continues to compete in Ironman competitions and a variety of running and swimming races. He speaks English, French, Bahasa Indonesia, and Italian fluently.

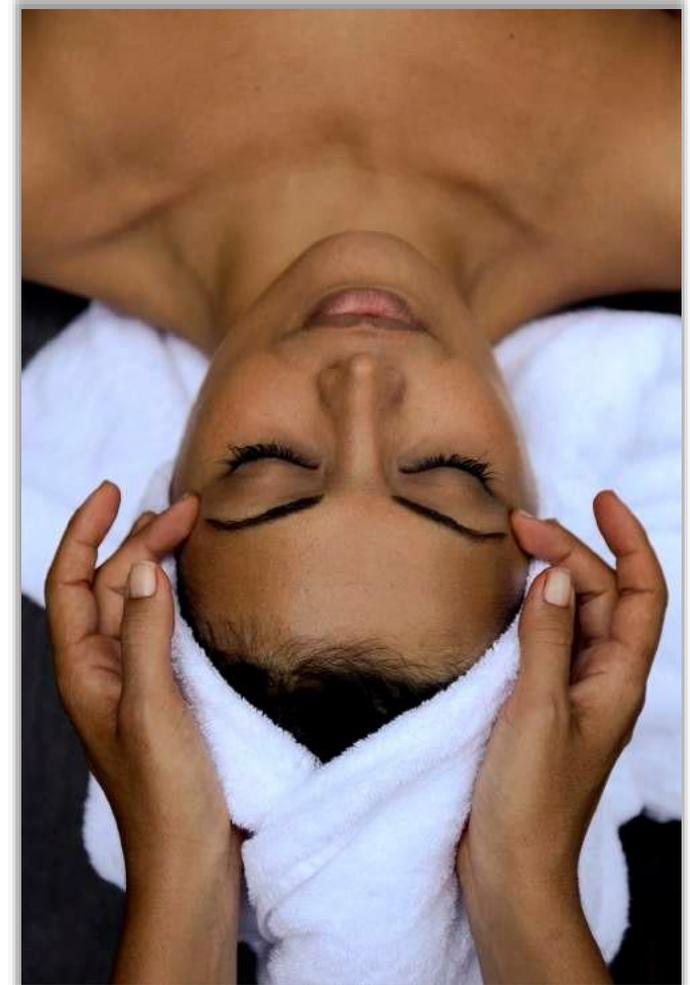
Previous Experience in Indonesia

- Batu Karang Lembongan Resort 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
- Puri Keraton Seminyak, Seminyak , Bali
- Next Story Group, Ubud, Bali
- Satoria Dreamland Beach, Bali
- Springhill Jimbaran Resort & Residences, Bali
- Tamansari Gangga Resort, Bali
- The Elysian, Seminyak, Bali
- The Guesthouse, Payangan, 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)

- Hotel & Resort Operations Asia Pacific
- 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



Deep Roots Dive & Yoga Resort, Nusa Penida (2022-2023)

- Pre-opening Deep Roots Penida (2022)
- Soft-Opening Operations & Marketing Support (2023)

Soulshine Bali (2022 – current)

- Pre-opening of new Panorama building
- Re-opening of Soulshine Bali
- Management Support Services

Hot Stone (2023 – current)

- Pre-opening Hot Stone Uluwatu
- Management Services – Hot Stone Ubud