

## **Miriam Waldmeyer**

### **Revenue Centre Manager, The Royal Lancaster London Hotel**

#### **Winner: Revenue Management Level 1, completed September 2017**

Miriam first developed an interest in the hospitality industry whilst at school and after completing her A-level equivalent study in Germany, she decided to test the waters with a full-time Hotel & Catering study and work course with English 2000 School of English, based in Bournemouth.

Miriam's six-months' work placement was at the Marine Hotel in Llandudno, Wales, working in F&B and Reception.



*Miriam receiving her award from Harry Murray, President of HOSPA*

Having enjoyed her foray into hospitality, she returned to Germany where she completed a two and a half year dual vocational training programme with a Degree in Hotel Services Specialist at the Hotel & Catering College in Kiel, Germany.

After completing her degree in 2002, she moved to Berlin to gain experience, working in various roles from Switchboard Operator to Reservations Agent over a period of five years, after which time she returned to the UK, progressing from Reservations Agent to Reservations Supervisor and Reservations Manager.

After a brief career break to South Africa in 2012, Miriam realized that her real passion lay within the hospitality industry and since her return to London in 2013, she has been building her career in Revenue Management. Having been involved with basic Revenue Management decisions in her previous role as Reservations Manager and being a very analytical person, she knew that this was the direction in which she wanted to go and the field in which to grow.

Miriam joined the Royal Lancaster Hotel prior to its refurbishment (from 2015-2017) with a remit to lead and develop an engaged team through a 2-year refurbishment leading to completion this year as the newly launched 5 star Royal Lancaster London Hotel.

As Revenue Centre Manager, her role is to support and manage the Reservations Department and ensure strategies are in place as well as to ensure budgets are achieved and exceeded. She is directly responsible for and manages the revenue function for rooms, food and beverage in the hotel and Basil Street Apartments.

Miriam says that the Revenue Management course has given her the theoretical knowledge of Revenue Management that she was missing and has enhanced her confidence in making Revenue Management decisions, whilst at the same time giving her the opportunity and tools to analyse the current hotel processes and business as well as trialling new ideas.

She would like to develop her role further and move into a position of Director of Revenue Management eventually.