



OSCAR LORA

GENERAL MANAGER

Star Hills 422, Puerto Plata, Republica Dominicana, Puerto Plata, 57000, Dominican Republic

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ABOUT ME

Results-driven hospitality executive with a Cornell University Bachelor's in Hotel & Tourism Management and 20+ years as General Manager across five countries (Dominican Republic, Cuba, Panama, Dominica). Expertise in operations, revenue optimization, team leadership, and elevating service standards in luxury all-inclusive resorts. Proven track record of boosting occupancy, profitability, and industry rankings through strategic planning and hands-on management. Trilingual (Spanish, English, French) with a focus on integrity, emotional intelligence, and stakeholder relationships.

SKILLS

STRATEGIC PLANNING & NEGOTIATIONS

TEAM BUILDING & LEADERSHIP

REVENUE MANAGEMENT & P&L OPTIMIZATION

CUSTOMER SERVICE EXCELLENCE

PROBLEM SOLVING & CRISIS MANAGEMENT

MULTILINGUAL: SPANISH (NATIVE), ENGLISH (FLUENT), FRENCH (FLUENT)

LINKS

LinkedIn:
[linkedin.com/in/oscarlora](https://www.linkedin.com/in/oscarlora)

Website:
oscarlora.me

LANGUAGES

SPANISH

ENGLISH

FRENCH

COURSE

MANAGEMENT TRAINING: FOOD & BEVERAGE, ROOMS DIVISION, SALES & MARKETING
HOTEL RITZ-CARLTON
JAN 1990 - JAN 1991

WORK EXPERIENCE

VH GRAN VENTANA BEACH RESORT
Puerto Plata
Nov 2021 - Present

General Manager

- Led daily operations, achieving consistent top rankings including US News & World Report's #1 hotel in Puerto Plata.
- Tripled non-package revenues by developing and implementing Royal and Premium upgrade packages, enhancing guest experience and profitability.
- Awarded Best General Manager in the Caribbean Gold Coast Awards (2015, during prior tenure).

CASA LINDA CITY / TRANSAT HOTEL DIVISION
Dominican Republic
Feb 2019 - Jul 2020

Chief Operating Officer

- Oversaw group-wide operations, including a \$1.5 billion expansion project (1,600 villas, two hotels, golf course, artificial lake).
- Managed hotel portfolio for Transat, optimizing performance across multiple properties in a competitive market.

NICKELODEON HOTELS & RESORTS PUNTA CANA / SENSATORI RESORT PUNTA CANA
Punta Cana
Feb 2017 - Feb 2019

General Manager

- Directed operations for two luxury resorts, earning awards including Best Family-Oriented Resort in the Caribbean (Nickelodeon) and #1 Sensatori Resort Worldwide by TUI Group (Sensatori).
- Ranked in Top 15 All-Inclusive Resorts in the Caribbean (2019).

GANSEVOORT DOMINICAN REPUBLIC
Dominican Republic
May 2016 - Feb 2017

Corporate Director of Operations

- Oversaw two properties, including construction oversight for a second resort within the global Gansevoort Hotel Group.
- Implemented operational strategies to align with brand standards, focusing on luxury guest experiences.

VH GRAN VENTANA BEACH RESORT
Puerto Plata
Nov 2013 - May 2016

General Manager

- Elevated property to top regional status, including tripling ancillary revenues and Best GM award (2015).
- Enhanced service levels, contributing to sustained high occupancy and reputation.

HOSPITALITY ADVISORS GROUP
Panama
Sep 2012 - Sep 2013

General Manager – Consultant

- Boosted occupancy by 30% in six months at Radisson Summit Hotel (Panama City).
- Transformed Laguna Azul Eco Boutique into a sustainable luxury destination, blending comfort with eco-friendly practices.

ROSALIE BAY RESORT
Dominica
Sep 2011 - Sep 2012

General Manager

- Increased occupancy from 5% to 35% in 10 months, achieving breakeven and #1 island ranking.
- Developed and launched eco-wellness programs, earning Dominica Tourism Board's Accommodation of the Year (2012) and Conde Nast Traveler's #2 Resort in the Caribbean / Top 100 Worldwide.

BLUEBAY VILLAS DORADAS
Puerto Plata
Dec 2006 - Jul 2011

General Manager

- Maintained #1 occupancy in Puerto Plata (2008–2011) among 62 hotels, earning Best Hotel of the North Coast for four years.
- Awarded Best General Manager (2008, 2009, 2010) by Caribbean Gold Coast and ASONAHORES.

SANDALS PRINCESA DEL MAR
Varadero
Dec 2004 - Dec 2006

General Manager

- Named Best All-Inclusive Resort in Cuba (2006) and sole Caribbean recipient of three Sunwing Awards of Excellence.
- Managed 8 restaurants and 13 bars, optimizing operations for high-volume luxury service.

STARZ RESORTS SOSUA BAY HOTEL & VICTORIAN HOUSE
Sosua
Oct 2003 - Dec 2004

General Manager

- Oversaw 192-room all-inclusive resort and 50-suite boutique hotel (first in DR), focusing on premium guest experiences.

AMHSA HOTELS
Santo Domingo / Bayahibe / Other Locations
May 1998 - May 2003

General Manager

- Managed flagship 568-room Casa del Mar, earning Amhsa Best Hotel (2002).
- Led Paradise Beach Club & Casino to Thomson Holidays' Best Faraway Shore award (2001).
- Achieved Cristal award for hygiene/quality at Estrella del Mar.

EDUCATION

CORNELL UNIVERSITY
Ithaca, NY
2004

Bachelor's Degree in Hotel & Tourism Management

LASALLE COLLEGE
Montreal, QC
1991

DEC in Hotel and Restaurant Management

PLATO COLLEGE
Montreal, QC
1987

Certificates of Proficiency in English & French

COLEGIO 2 DE MAYO
Moca
1984

High School Diploma