

## Sergio Koiffman

PRINCIPAL

**Sergio Koiffman is principal at Hospitality Advance International since 2013.**

Sergio has 25 years of experience in the hospitality industry serving in high profile hotels in South America, and the USA. Sergio moved to US in 2000 where he continued as Hotel Manager on Miami Beach. He joined forces with HAI in 2012 .He holds a Hospitality Management Bachelor's degree in Argentina and completed Revenue Management at ECornell University and Hospitality Management at Florida Atlantic University.

Sergio has worked as Hotel Manager/Operations and developed strong relationships with key major U.S. – Caribbean, and overseas-based international online B2B, B2C, OTA's and traditional tour operators and wholesalers. His specialty is consistently expanding hotels markets by applying specific strategies tailored to each specific property and exploiting its uniqueness which resulted in strong revenue growth.

In the last 10 years with HAI he has been very instrumental in growing revenues at hotels, resorts and vacation rentals located in Miami, Florida Keys, Miami Beach, St Thomas VI, Aruba, Cartagena, Columbia, New York, and Santa Fe, New Mexico.

Sergio has continual improved results at many hotels and resorts through the establishment and implementation of targeted strategies that improve direct business while utilizing OTAS to drive occupancy during slower days and months.

Sergio is fully bilingual in Spanish & English and well experienced in understanding and addressing the needs of travelling business executives, corporate meetings, and important social events. He enjoys traveling and spending quality time with the family, and of course, because he was born in Argentina, he loves soccer and good wine.

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