



Alena

Volánková

HOSPITALITY FIXER · REVENUE TRANSFORMATION · MULTI-PROPERTY OPERATOR



CONTACT

Prague, Czech Republic
+420 775 359 307
alena@volankova.cz



LANGUAGES

Russian — Native
Czech — Fluent
English — Upper-Intermediate



TECHNICAL SKILLS

- ✓ PMS: HotelTime, Fidelio, Previo, Hores
- ✓ Channel Managers & OTA Platforms (full ecosystem)
- ✓ Revenue & Market Intelligence Tools: PriceLabs (dynamic pricing), STR / CoStar (market intelligence)
- ✓ AI Tools: ChatGPT for guest comms, pricing analysis, reporting
- ✓ MS Office (advanced Excel — reporting, analysis, forecasting)
- ✓ Driving license (B)



PERSONALITY



DIRECT



ANALYTICAL



ADAPTABLE



OWNER-FOCUSED



OPERATIONAL



TECH-CURIOS

“ Owners hire me for the truth, not for agreement.”



PROFILE

Hospitality fixer specializing in revenue transformation across boutique hotels, boatels, and serviced apartments.

- ◆ 18 years in hospitality · 11+ properties · 4 cluster roles · ~235 keys at peak portfolio
- ◆ Specialty: rapid diagnosis · process build · revenue lift · clean handover (typical 12–18 months)
- ◆ Core competencies: Revenue Management · Pricing Strategy · Distribution (OTA, Direct, B2B) · Demand Forecasting · RevPAR / ADR / Occupancy Optimization · Contracting · MICE & Group Sales · Multi-Property Operations
- ◆ Toolkit: pricing strategy · distribution mix · multi-property ops · AI workflows (ChatGPT, automation)



PROFESSIONAL EXPERIENCE

07/2025 – Present

Revenue & Sales Manager

Botel Racek & Botel Albatros, Prague — TRILTON a.s. (150 cabins total)

- Defined and executed unified revenue strategy across both properties as a small cluster
- Owned pricing, availability, and full distribution mix (OTAs + direct channels)
- Drove occupancy through dynamic pricing and demand-based rate adjustments
- Built and managed group, MICE, and partner contracts; led OTA and B2B negotiations
- Reported directly to ownership on KPIs, market trends, and competitor benchmarking

07/2024 – Present

General Manager (Cross-functional Mandate)

Hotel Brixen & Aparthotel Palace Petrarca, Prague (85 rooms / apartments total)

- Full P&L responsibility with focus on revenue growth, profitability, and operational excellence
- Implemented pricing and segmentation strategy improving ADR and RevPAR
- Led cross-functional coordination across operations, F&B, housekeeping, and front office to align commercial strategy with on-property delivery
- Owned forecasting, budgeting, and monthly performance reporting to owners
- Optimized channel mix and grew share of direct bookings

2023 – 2024

Sales & Reservations Manager

Hotel Ametyst, Prague (84 rooms)

- Managed FIT, group, and MICE segments with focus on revenue maximization
- Set pricing strategies and controlled allotments across all distribution channels
- Negotiated contracts with travel agencies and corporate partners
- Prepared budgets, forecasts, and sales reports for ownership

2020 – 2023

Maternity Leave

(post-pandemic family period)

2019 – 2020

Operations Manager (with revenue responsibility)

Residence Řetězová, Prague (20 apartments)

- Managed daily operations and pricing strategy for the apartment portfolio
- Adjusted rates dynamically based on seasonality and demand patterns
- Controlled costs and improved occupancy performance



CAREER HIGHLIGHTS

- 4 properties managed across recent cluster roles
- ~235 keys at peak portfolio
- 18 years in hospitality
- Multi-segment expertise: FIT · MICE · Groups

TYPICAL ENGAGEMENT

- ✓ Cluster lead — multi-property scope
- ✓ 12–18 month transformation cycles
- ✓ Full P&L + commercial mandate
- ✓ Owner-direct reporting in lean teams

INTERESTS



Travel Fitness Gastronomy Culture

REFERENCES

Available upon request



PROFESSIONAL EXPERIENCE *(continued)*

- 2015 – 2019** ● **Maternity Leave**
(continued part-time / home-office hospitality work during this period — see roles below)
- 2017 – 2018** ● **Business Manager (Self-employed)**
Home 4 Rent, Prague (10–15 apartments)
 - End-to-end revenue and operations management for short-term rental portfolio
 - Dynamic pricing and OTA optimization
 - Owned profitability, cost control, and owner reporting
- 2016 – 2017** ● **Reservations & Sales Specialist**
Letmebnb s.r.o. (approx. 150 apartments)
 - Managed large STR portfolio across multiple OTA channels
 - Implemented pricing strategies to maximize occupancy and revenue
 - Optimized listings and channel performance
- 2015 – 2016** ● **Reservations & Sales Representative**
Pinelli Hotels, Prague (4 hotels, approx. 150 rooms total)
 - Managed reservations and pricing for multi-property portfolio
 - Supported revenue optimization and group business across cluster
- 2012 – 2015** ● **Service Manager**
Best of Travel Incoming Agency
- 2010 – 2012** ● **Assistant to Director**
Anderson Travel Agency
- 2010 – 2012** ● **Assistant to General Manager (Part-time)**
Eurofist s.r.o.
- 2008 – 2010** ● **Front Desk Clerk**
Hotel Smaragd, Prague (approx. 70 rooms)



EDUCATION

- 2008 – 2010** ● **University of Hotel Business, Prague**
Hotel, Spa & Destination Management
- 2005 – 2007** ● **University of Economy, Russia**
Economics, Management, Marketing, Finance
- 2002 – 2005** ● **College Polzunova, Russia**
Economics, Management, Marketing, Finance