

Europass Curriculum Vitae



Personal information

First name(s) / Surname(s) **Erlend Heiberg**

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Nationality Norwegian

Date of birth 1966

Gender Male

Professional Memberships Member of the Royal Institute of Chartered Surveyors – RICS
Fellow of the British Association of Hotel Accountants

Work experience

Dates 2009 to date

Occupation or position held Principal

Main activities and responsibilities Development and management of Hotel, Tourism and Leisure Consultancy Office, specialised in:
Strategic development and business advice
Operational reviews and asset management
Operator searches and management contract negotiations
Market and feasibility studies
Capital structuring
Valuations

Name and address of employer Horwath HTL, London, UK

Type of business or sector Hotel, Tourism and Leisure Advisors

Dates 2008-2009

Occupation or position held Senior Vice President Pan European and CEE

Main activities and responsibilities 34-member strong hotel advisory team
Valuations from single assets to large cross border hotel portfolios
Rent reviews
Dispute resolution
Asset management and operational reviews
Development of new service line, co-ordinated the implementation of a uniform feasibility
Provided ongoing support to the valuation and advisory support across Jones Lang LaSalle Hotel's EMEA offices
International experience across the EU and CEE regions

Name and address of employer Jones Lang LaSalle Hotels

Type of business or sector Real Estate Advisors

Dates 2005-2008

Occupation or position held Senior Vice President Middle East & North Africa

Main activities and responsibilities	Built and managed a team of ten hotel specialists, annual turnover USD 2 million Strategic development and business advice Operator searches and management contract negotiations Hotel and mixed use feasibility studies Hotel valuations Investment advisory services International exposure across the Middle East, North Africa and the Levant
Name and address of employer	Jones Lang LaSalle Hotels, Dubai
Type of business or sector	Real Estate Advisory
Dates	1998-2005
Occupation or position held	Associate Director
Main activities and responsibilities	15-member Hotel Real Estate Advisory team Responsible for day to day operation of Hotel Asset Management services Hotel Valuations Feasibility Studies Investment Advice Domestic and International exposure, including UK, France, Germany, Spain, Czech Republic, Slovakia, Hungary, Denmark and Sweden
Name and address of employer	CB Richard Ellis, London, UK
Type of business or sector	Real Estate Advisory
Dates	1996-1998
Occupation or position held	Financial Analyst
Main activities and responsibilities	<ul style="list-style-type: none"> • Financial Analyst, Asset Management • Regional Operations Analyst for France, Portugal, Spain and Switzerland • Internal Audit Staff
Name and address of employer	InterContinental Hotels and Resorts
Type of business or sector	Hotel Owner and

Education and training

Dates	2009
Title of qualification awarded	MRICS
Principal subjects/occupational skills covered	Hotel Valuations
Name and type of organisation providing education and training	Royal Institute of Chartered Surveyors
Dates	1996
Title of qualification awarded	MBA
Principal subjects/occupational skills covered	Hospitality Management, focusing on Finance
Name and type of organisation providing education and training	Institut de Management Hotelier International (IMHI) at ESSEC, France
Level in national or international classification	(remove if not relevant, see instructions)
Dates	1994
Title of qualification awarded	Civilekonom
Principal subjects/occupational skills covered	Business Administration
Name and type of organisation providing education and training	Gothenburg University, School of Economics and Commercial Law, Sweden
Level in national or international classification	BS in Business Administration

European level (*)	Understanding				Speaking				Writing	
	Listening		Reading		Spoken interaction		Spoken production			
		Mother Tongue		Mother Tongue		Mother Tongue		Mother Tongue		Mother Tongue
Norwegian	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User
English	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User	B1	Independent User
French	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User	B1	Independent User
German	C1	Proficient User	C1	Proficient User	B1	Independent User	B1	Independent User	B1	Independent User
Sweden	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User
Denmark	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User

(*) [Common European Framework of Reference for Languages](#)

Social skills and competences	Replace this text by a description of these competences and indicate where they were acquired. (Remove if not relevant, see instructions)
Organisational skills and competences	Replace this text by a description of these competences and indicate where they were acquired. (Remove if not relevant, see instructions)
Computer skills and competences	Microsoft Office, including Access
Driving licence	B
References	<ul style="list-style-type: none"> • Provided development & branding strategy advice for a Middle Eastern sovereign fund in respect of their \$5 billion portfolio of mega tourism projects. • Provided strategic brand and distribution advice to Abu Dhabi based Rmal Hospitality and participated in the development of the initial business plan. • Acted as the development representative for global serviced apartment provider Fraser Residences, Singapore. Identified sites, conducted site reviews and evaluated site feasibility and negotiated management contracts on Fraser's behalf. Two properties, Fraser Suites Dubai and Fraser Suites Bahrain are now open and operational. Negotiated master management and technical services agreement for a roll out of the brand across the Middle East. • Acted on behalf of a Middle Eastern sovereign fund against a major London estate in respect of a highly complex rent review on Park Lane, including instruction of QC advice. • Provided contractual advice in relation to a contractual dispute between a hotel owner and the operator of a 5-star hotel in Berlin, Germany. • Negotiated the management contract with Starwood Hotels & Resorts for the landmark St Regis hotel in Cairo on behalf of Qatari Diar. The hotel is currently under construction. • Negotiated and concluded five additional management contracts in the Middle East, including brands such as Renaissance, Fraser Suites, Park Inn and Radisson Blu, as well as providing advice in relation to Four Seasons, Movenpick, Holiday Inn and Jumeirah management contracts. • Valued a portfolio of nine internationally branded hotels (3,100 rooms) across Western Europe with a value in the region of €355 million. • Provided the valuation of a iconic hotel on the French Riviera, including a major expansion plan. The value of the hotel prior to the extension was in the region of €350 million. • Undertook development advise & extended feasibility study in respect of proposed inclusion of up to six hotels in a mega-mall site in Dubai.