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MANAGEMENT | CONSULTANCY | DEVELOPMENT

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Chris is originally from Cyprus. He has worked in the hotel industry from an early age and decided to adopt the profession full time in 1986, when he moved from his home country to the UK. Chris already knew the basics of the food and drinks operation (both production and service) and he wanted to achieve a national recognised certificate to complement his experience and to also allow him to move to the front of house and then on to hotel management. For this reason he decided to study for the HCIMA at the Norwich Hotel School where he completed his course and obtained his certificate whilst working full time.



Beginning as an Assistant Manager at the Friendly Hotel Norwich (part of Friendly Hotels plc) he made his mark and rose up the ranks from Food and Beverage Manager to Regional Manager. From here, he held various positions within the company and during his time serving as the company's Trouble-Shooter he found his way to Edinburgh in Scotland. His remit was to build the hotel's business and deliver an exit strategy as the ultimate goal was to sell the asset. This was done successfully.

In 2000 the company underwent a change when Choice Hotels International granted the master franchise to Friendly Hotels Plc for their European Operation. The company then operated under the title "Choice Hotels Europe" and all its hotels have been branded as either "Comfort", "Quality" or "Clarion" hotels. The Quality Hotel Perth was an under performing asset and Chris was offered the opportunity to turn it around. Having spent some time travelling from Edinburgh to Newcastle; Perth; Ayr and Falkirk, he welcomed the opportunity to have a permanent base.

The appointment came in March 2003 and having evaluated the hotel's performance, a repositioning programme (which included full refurbishment) took place. Chris was the main driver of this plan and the profits grew by 90% over a period of 18 months. During his tenure at the hotel, Chris welcomed a number of Prime Ministers, managed high profile events and held the 500th wedding of his career at that point.

His reputation within the city had grown and that led him to his next appointment the [formerly known] Ramada Perth. Having been competing with this hotel whilst at the Quality Hotel, Chris knew the business's weaknesses and he quickly set up his systems and applied his own "DNA" within the business. His first day at work was on 12th February 2007 and Chris remembers the date well as it was his son's birthday. This property was not in need of any refurbishment or major investment, however it did require a good; planned and strong management. He applied his Sales, Service and Support ethos within the team and this created the perfect result which Chris was expecting to deliver.



He could see the potential but he also knew how to translate this potential into a tangible result. In its first full year of operation under his management, the hotel increased its profit from £221k EBITDA to £545k. As a way to say thank you for the commitment, hard work, trust, discipline and loyalty, Chris rewarded his team with a night out at the Andrew Fairly restaurant at Gleneagles. A truly remarkable performance delivered through the team and by the team.

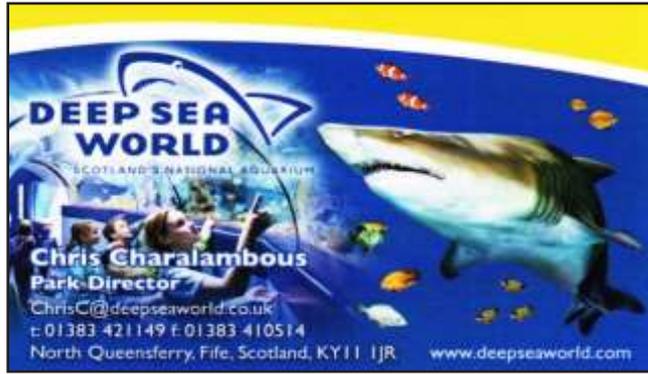


Chris has a passion for football and when the Chairman of St Johnstone Football Club approached Chris with a project, he was not going to turn this opportunity down. He was appointed as the Chief Executive of the club on 2nd February 2012. A unique opportunity to run a Premiership club and hold a high profile position within Scottish Football. In Chris's own words, "I could not turn down the chance of making my mark outside the hotel industry and St. Johnstone arrived at the right time. Football is like no other business and once again the hard work, experience, good man management and know-how proved to be the key to success. What a job that was!!"



The St. Johnstone's fixed term contract came to an end on 2nd February 2014 and although it was most enjoyable it was not Chris's plan to make a career within the football industry. He wanted to learn more and he felt renewing with St Johnstone would not help him achieve his professional goals.

He accepted an offer to become the Park Director at Deep Sea World in North Queensferry. He found it to be an interesting business and the contrast with football could not be more diverse. From previously having to be concerned about the footballer's well-being he was now concerned about how more than 500 varieties of fish were being cared for, including 7 sharks! The attraction business is most interesting and very different to both the hotel and football industries. With Deep Sea World being classed as a family experience venue with some unique facilities such as "Diving with the Sharks",



At Deep Sea World, Chris perhaps achieved his best ever marketing campaign where he came up with the idea of launching the Dunfermline Athletic Football Club strip underwater. Members of the football team dived and swam with the sharks.

That attracted massive interest from STV, BBC, Sky, Alba and other channels. Sky Sports covered the event and for the next 48 hours aired this unique event of introducing the team strip in such a way. For 48 hours at 10 minutes past the hour there was a free 4 minute TV coverage. A win/win situation for all 3 parties involved!

Chris has an HCIMA certificate which is a professional internationally recognised within the hospitality industry.



When he was living and working in Norwich, Chris has also achieved the prestige "Investors In

People" Award – this being the first hotel in UK to do so. He went on to become an ambassador of the I.I.P and where he encouraged other companies to participate on the programme to gain this prestigious award.



Chris's association with Dunfermline Athletic Football Club began in 2014 upon leaving St Johnstone. His departure was announced to all clubs by the SFA and following this Jim Leishman (Director of DAFC, MBE and the Provost of the Kingdom of Fife) contacted Chris and requested that he assist the club as it had just come out of administration.

Chris has been helping the club since then on a voluntary basis and advises the board on any areas in which he has the required knowledge and skills. He was holding the

position of Club Executive - a very enjoyable role which keeps him involved in his hobby and interest in the sport since 2014 but Chris, as of November 2018, decided to temporarily pause on this responsibility to concentrate all his energy and focus on growing Amity Hospitality Ltd.

Chris has been working with Focus Hotels since 2007, firstly as an advisor and consultant through his Artemis Consultancy Services and later on a full time basis, employed by the company as the Operations and Development Director. Over the years Chris has developed and operated a number of hotels from both the budget end to the high class properties including Tewkesbury Park; the Double Tree Heathrow; the Indigo and the Staybridge Suites, both in Dundee; and Mercure, Wigan. In addition to this he was also instrumental in the acquisition of a number of hotels with the first one being the Ramada at Oldbury and many more followed including the latest acquisition the Hotel Colessio, Stirling, Scotland.



**AMITY**  
HOSPITALITY

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Chris's long-term objective was to establish his own consultancy and management company as over the years he has operated Artemis Consultancy Services on an employed basis. Focus Hotels have taken advantage of his knowledge, skill set and hard work since the inception of Focus Hotels in 2007. As a consultant, a number of projects came to fruition on behalf of Focus Hotel.

Chris, along with Mike have now completed the process of setting up "AMITY Hospitality Ltd" which will allow them to pursue the consultancy, development and management route. AMITY Hospitality made a strong start and they now have a number of agreements in place as well as a very strong pipeline for all 3 parts of our business.

We operate in a very competitive market but we have the right ethos, culture, know how, vast experience and hard work to support our promises to deliver and look after our clients properties.

**We pride ourselves on the fact that we are small enough to care but experienced enough to be successful.**

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