



CURRICULUM VITAE: ESPERANZA ZURITA EDUARDES

FULL MAIDEN NAME: Maria Esperanza Martinez-Zurita Santos de Lamadrid

address: 3 Park Steps / St. George's Fields / London W2 2YQ

tel: +44 (0) 20 7724 4606 **fax:** +44 (0) 870 132 0055 **Mob:** +44 (0) 794 117 6583

e-mail: emzurita@edwardes.org **website:** <http://emzurita.edwardes.org>

Date of Birth: 5 Nov 1957 **Nationality:** Spanish (husband British)

PROFILE:

- hotel and catering legal & line experience;
- expertise and experience in inspection and quality control - articles in Caterer & Hotelkeeper magazine on salmonella and eggs.
- Spanish lawyer, Barcelona legal practice experience
- MSc Hospitality Management by distance learning near completion
- Linguist; lived and worked in Spain, South Africa, Korea, the UK

EXPERIENCE & ACHIEVEMENTS:

Sep 97 to date - Zurita Hospitality Consulting

Occasional consulting during English and MSc studies mainly in conference centre and hotel inspection for training firms. Quality control in hotels, restaurant and catering.

Jul 97 to Aug 97 - GR Catering, Barcelona

Quality Control Inspection throughout chain, visiting canteens in hospitals, universities and prisons and the group's Gambarnus restaurants and Café y Té bars.

Sep 96 to Jun 97 - Ecole Francaise, Seoul Korea

Spanish teacher in the Seoul French School

Jul 95 to Aug 96 Accompanied management consultant husband to South Korea and studied English. No work permit available for spouse.

Jul 94 to Nov 94 - Loewe, Louis Vuitton Moet Hennessy Group, London

Temporary Sales Assistant, Loewe, New Bond Street and Harrods, Knightsbridge, assisting in shop organisation and customer service in the discreet manner of Loewe. My language skills proved useful.

Aug 93 to Jun 94 - Accompanied management consultant husband to South Africa and studied English. No work permit available for spouse.

May 85 to Jul 93 - Grupo Hoteles Unidos, (HUSA), Barcelona: (2 star to 5 star deluxe chain incl. *Leading Hotels of the World* members Barcelona Ritz and Juan Carlos I as flagship hotels)

Nov 88 to Jul 93, Subdirectora General, Head of Quality Control, Dual reporting to Group Managing Director and Group Legal Advisor Olympic Games: In the year up to Sep 1992 - planning, preparing for and managing the catering for the problem-free Olympic and Paralympic Barcelona games. Effected a study with a team including dieticians into the gastronomic customs of the various participating countries and the alimentary peculiarities of various religions. Studied, designed and managed the calorific and nutritional composition of menus. Managed micro-biological analysis of food ingredients and prepared foods.

As Head of HUSA quality control, organised, monitored, controlled and communicated all aspects of quality in the chain of hotels and in the catering facilities managed by HUSA e.g. Hospitals, Universities and Major Corporations. This also included responsibilities for staff training and selection of personnel.

May 85 to Nov 88, Assistant Group Legal Advisor. Provided a central and comprehensive legal function to Grupo HUSA and its constituent companies advising on strategy and planning and contracts and negotiations thereon in mercantile, civil and human resources issues.

Oct 82 to Apr 85 - Bufete Trias de Bes, Barcelona:

Lawyer, Assistant to Senior Partner. General Legal partnership with special emphasis in Hotels. Contracted out as Legal Adviser to the Insurance Company CAP to cover contracts and litigation.

EDUCATION & TRAINING

Oct 97 to date Sheffield Hallam Univ. Hospitality Management Postgraduate Certificate Mar. 99. Diploma Jun. 00. MSc by distance learning (Dissertation under completion on "Service and Quality in the hospitality industry: Overview and investigation into ISO 9000 in Spain); units passed: Hospitality Mgmt (incl. Crises Mgmt, Disability and Environmental issues). Marketing, Finance, Mgmt. Info., Bus. Development, Hospitality Quality control, HR mgmt., Operations mgmt., Food Quality, Strategy. Website contains assignments.

Jan 01 to Jun 01; Westminster University, London; Principles of Law II (Pass Oxford, Cambridge & RSA exam)

Sep 00 to Dec 00; Westminster College, London; English for foreign lawyers

Dec 94 to Jun 95; Sep 97 to Jul 00; Hendon College, London; English IELTS score 6.5 Jun 1998.

May 00 to Jul 00; Westminster College, London; presentation skills

Sep 93 to Dec 93; Witwatersrand University, Johannesburg, South Africa; English

Oct 77 to Sep 82. Universidad de Barcelona; Titulo de Licenciado en Derecho. Law degree including the professional qualification required to practice law in Spain.

Oct 76 to Jun 77. Illustre Collegi D'Advocats (lawyers) de Barcelona; Company Secretary course.

Oct 74 to Jun 76. Institut Montserrat, Barcelona; Academia Prat, Barcelona. Pre-University course and Entrance Examinations. Superior Grade.

Jun 73. Institut Francais, Barcelona; Elemental and Moyenne Diplomas.

May 72 Goethe Institut, Barcelona , Grundstufe I & II Diploma in German Language

Oct 60 to Jun 74. Colegio de la Bienaventurada Virgen Maria, Convent School: Barcelona

LANGUAGES:

Spanish, mother tongue

French, fluent

German, school level

English, fluent IELTS 6.5

Catalan, fluent

CLUBS & PROFESSIONAL ASSOCIATIONS

Illustre Collegi D'Advocats de Barcelona

Skål International (hospitality & travel industry association)

HCIMA (Hotel & Catering International Management Association)