Alex Chakrabarti Appointed the Head of Hospitality for Hotel Baraquda's Owning Company Heeton Holdings





Chief Executive Officer of Heeton Holdings Ltd. Mr. Eric Teng Heng Chew and Hotel Baraquda MGallery by Sofitel are delighted to announce the appointment of Mr. Alex Chakrabarti as the group's Head of Hospitality.

Alex has over 20 years of experience in the hospitality industry across the European, African and Asian continents. He accumulated significant experience as Operations Manager at the Sabana Resort in Ethiopia and was involved in the successful pre-opening of Mercure Hotel Pattaya in 2005. Alex was subsequently appointed to oversee operations for the King Power Group as Executive Assistant Manager at Pullman Bangkok King Power.

Alex had also previously held several key appointments such as the General Manager at Hotel G Beijing, Beach Republic Koh Samui, Hotel Muse Bangkok and Cluster General Manager for both Mercure Hotel and Hotel Baraquda Pattaya and most recently Vice President Human Resources & Talent Development for GCP Hospitality (operating 22 Hotels on a global scale)

As the Head of Hospitality, Alex will be responsible for spearheading and developing the group's hospitality segment. He will be setting strategic directions for Heeton Holdings and coordinating various initiatives to achieve both financial as well as operational results and developing a pool of hospitality talents.

"This is a very unique opportunity for me. I am very excited and proud to have this chance to join Heeton on their journey of growth in its hospitality segment. My past experience should prove useful in helping to establish the group as an international hospitality player and I look forward to working closely with the rest of the management team in achieving this vision together."