



Michel Grand

EHL & MBA – Luxury Hospitality Leader | Serial - Entrepreneur | Senior Lecturer



CHAPTER I – HOSPITALITY INDUSTRY (1995 – 2002)

Hilton

F&B Director – Pre-opening Hotels

Hilton Hotels | Asia

Concept Creation

Food & Beverage

Guest Experience

Luxury Standards

Multicultural Teams Management



F&B Director – Pre-opening Hotels

Sheraton Hotels | Africa & Asia

Operational Setup

Service Excellence

Cost Control

Restaurant Management

Collaborative Problem Solving



F&B Director – Pre-opening Hotels

Accor Hotels | Asia

Team Leadership

Supplier Negotiation

Teams Building

Quality Control

Local Staff Recruitment and Training

CHAPTER II – MANAGING DIRECTOR OF BUSINESSES (2002 – 2013)

gategroup

Unit Director & Project Leader

Gate Gourmet – London, Dublin & Oslo (2002–2007)

P&L Ownership

Operational Excellence

Business Transformation

Lean Processes

Project Leadership

Unions Relations

Critical Thinking

Conflict Management

Businesses Turnarounds

enomatic®
wine serving systems

Director – Enomatic Suisse

Wine Tech Distribution (2009–2013)

Market Expansion

Strategic Planning

International Sales Management

Key Accounts

Supply Chain

Intrapreneurship

Businesses Planning

Business Performance Management

CHAPTER III – ENTREPRENEURSHIP (2013 - CURRENT)

DISTRI BO TION.CH

Founder & Director – distriBOtion.CH

Innovative F&B Equipment (2014–2020)

Startup Creation

Innovation

B2B - B2C

National Business Strategy

Sales Strategy

Business Intelligence

New Business Development



Founder & Director – moBOo.CH

Crowdfunding Platform (2012–2018)

Fundraising

Crowdfunding

Financing

Community Building

Business Innovation

Financial Services

Donations

Solidarity



Founder & Director – ARTIC!AGENCY

Consulting & Transformation (2021–Present)

Consulting

Transformation

Coaching

Digital Strategy

Concept Design

Continuous Improvement

Transmission

CHAPTER IV – TEACHING, COACHING & CONSULTING (2014 – 2025)



Visiting Professor – Entrepreneurship

MBA & Master Programs (2014–2019)

Curriculum Design

Experiential Learning

Sustainability

Real Estate Management

Luxury Brand Management

Public Lectures



Senior Lecturer – Hospitality & F&B

Bachelor & Master Programs (2022–2023)

Entrepreneurship

Luxury Services

Mentoring

Training Courses Development

Program Management

University Lecturing



Operations Director – Lausanne Unit

Re-Insertion programs leader (2025)

Insertion Management

Continuous Improvement

Career Management

Leading high # coaching team

Coaching & Mentoring

Best Practices Setup

