

Alexander Wich

Executive Leadership | Strategic Asset Management | Facilities & Technical Operations

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Seeking My Next Executive Opportunity

Following more than twenty years of international leadership within hospitality, I am seeking my next opportunity to help organisations strengthen technical operations, optimise strategic assets and develop high-performing teams.

Throughout my career, I have led Facilities & Technical Operations across airport hotels, convention properties and complex multi-property environments. My experience combines executive leadership with strategic asset management and digital transformation, supporting organisations through hotel openings, owner transitions, capital investment programmes and continuous operational improvement.

Working closely with owners, executive leadership teams and multidisciplinary stakeholders has enabled me to align technical operations with long-term business objectives while protecting assets, reducing operational risk and supporting sustainable organisational performance.

I believe successful organisations are built when people, technology and infrastructure work together through trust, accountability and continuous improvement.

Core Competencies

- Executive Leadership
- Facilities & Technical Operations
- Strategic Facility Management
- Asset Lifecycle Management
- CAPEX Planning & FF&E Investments
- Hotel Openings & Operational Readiness
- Owner Relations & Stakeholder Management

- Vendor Governance & Contract Management
 - Business Continuity & Risk Management
 - Sustainability and Energy Management
 - Digital Transformation
 - International Project Management
 - Leadership of Multidisciplinary Teams
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Professional Experience

Novicom A/S – Denmark

Global Project Manager / System Specialist

June 2024 – Present

Leading international implementation projects for **digital media, event planning and guest-facing technology solutions**, including customised graphical user interfaces (GUI), set-top box (STB) configuration and cloud-based backend systems operating within Debian Linux environments.

- International project leadership and customer implementation
 - Digital media & event planning solutions
 - GUI configuration and customer-specific customisation
 - STB deployment, configuration and system integration
 - Cloud-based backend and Debian Linux environments
 - System migration, testing and operational handover
 - Cross-functional stakeholder and customer management
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Strawberry

Cluster Facility Manager

Clarion Hotel Copenhagen Airport & Comfort Hotel Copenhagen Airport

January 2020 – May 2024

Copenhagen Airport Hotel Cluster | 2 Hotels | 987 rooms | approx. 61,000 m² | Leased Properties

Executive responsibility for Facilities & Technical Operations across one of Scandinavia's largest airport hotel environments, balancing operational performance, strategic asset management and owner expectations.

Operational Scope

- 987 guestrooms
- 34 meeting and conference rooms
- More than 5,000 m² of conference and event facilities
- Annual cluster revenue exceeding DKK 420 million
- 24/7 operational environment
- Multidisciplinary technical teams

Executive Responsibilities

- Facilities & Technical Operations
- Strategic Facility and Asset Management
- Asset lifecycle planning
- CAPEX planning and FF&E investments
- Operational budget responsibility
- Vendor governance and contract management
- Business continuity and risk management
- Sustainability and energy initiatives
- Technical support for major conferences and events
- Owner collaboration and stakeholder management

Selected Business Impact

- Supported the opening and operational integration of the 605-room Comfort Hotel Copenhagen Airport.
- Managed technical operations during an owner transition while maintaining uninterrupted hotel operations.
- Developed Smart Building documentation supporting asset visibility, lifecycle planning and long-term knowledge management.
- Protected guest operations during the global Windows outage through effective contingency procedures.
- Delivered refurbishment and infrastructure projects while maintaining continuous hotel operations.
- Improved readiness for major international conferences through revised procedures and power-distribution planning.
- Delivered LED, HVAC and operational optimisation initiatives contributing to approximately 5% annual energy savings.
- Strengthened asset reliability through structured preventive maintenance, lifecycle planning and governance.

Clarion Hotel Copenhagen Airport

Full-Service Airport & Conference Hotel | 382 rooms | approx. 32,000 m² | Leased Property

Facility Manager

August 2018 – January 2020

Responsible for technical operations, maintenance planning, contractor coordination and operational readiness while preparing the organisation for cluster operations and the opening of Comfort Hotel Copenhagen Airport.

Hilton Copenhagen Airport

Senior Information Systems Manager

January 2013 – July 2018

Led hotel technology, IT, AV infrastructure and operational systems while supporting refurbishment programmes, owner collaboration, infrastructure investments and Hilton brand standards.

Hilton Copenhagen Airport & Hilton Malmö Sweden

Cluster IT Manager

September 2008 – December 2012

Directed Information Systems across two international Hilton properties, supporting hotel operations, infrastructure investments and executive management.

Hilton Austria Cluster

Information Systems Manager

2006 – 2008

Responsible for Information Systems across Hilton Vienna, Hilton Vienna Plaza, Hilton Vienna Danube and Hilton Innsbruck.

Earlier Career

- Assistant Information Systems Manager — Hilton Frankfurt, Hilton Sales Worldwide and Scandic Offenbach
 - Information Systems Trainee — Hilton Weimar
 - Assistant Manager — Best Western Crabtree, Raleigh, North Carolina, USA
 - Hotel & Guest Relations Trainee — Novotel Vieux Port, Marseille, France
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Selected Career Impact

- Leadership of technical operations across a 987-room airport hotel cluster generating annual revenue exceeding DKK 420 million.
 - Opening and operational integration of a 605-room international airport hotel.
 - Technical leadership during owner transition and organisational transformation.
 - Business continuity planning protecting critical guest services.
 - Digital transformation through mobile communication, cloud solutions and infrastructure modernisation.
 - Long-term asset planning, preventive maintenance and infrastructure improvement supporting operational reliability.
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Areas of Expertise

Facilities & Assets

Facility Management • Strategic Asset Management • CAPEX & FF&E • Asset Lifecycle Planning • Infrastructure Strategy • Preventive Maintenance • Sustainability • Energy Management • Vendor Governance • Business Continuity • Compliance & HSE • Operational Excellence

Building Systems

Building Management Systems • Central Technical Systems • CMMS • CAFM • HVAC • Electrical Infrastructure • ELV Systems • Fire Detection & Life Safety • CCTV • Access Control • Keycard Systems • Smart Building Technologies • Building Automation

Digital & Technology

Microsoft 365 • Enterprise Networks • Cloud Solutions • LAN/WAN • Wi-Fi Infrastructure • Unified Communications • Audio Visual Systems • Conference Technologies • IPTV • Digital Signage • PMS • POS • CCTV • IoT Technologies

Education

Executive Programme — Facility Management

Technical University of Denmark
Professional development with Professor Per Anker Jensen

Bachelor of Commerce — Information Systems

Victoria University, New Zealand
Sedaya International University, Malaysia

Hotel Management

Dr. W. Blindow Hotel Business School, Germany

International Leadership Experience

Denmark • Germany • Austria • Sweden • France • United Kingdom • United States

Languages

- German — Native
 - English — Professional working proficiency
 - Danish — Basic proficiency
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Leadership Principles

- Build trust before authority.
- Develop people before processes.
- Simplify complexity.
- Create long-term value.