

GERRIE & HETTIE SCHOEMAN

ADVENTURE HOSPITALITY MANAGEMENT COUPLE

Remote resorts • Private islands • Safari lodges • Yacht charters • Adventure Destination operations

Worldwide availability

Short-term relief • Stand-in • Seasonal • Project • Turnaround •Long-term

+27 74 364 9092 | +27 61 185 0273
gerrie.schoeman@gmail.com | hettie.schoeman@gmail.com

www.socbusinessconsulting.com

WE GO WHERE THE JOB GETS INTERESTING.

PROFILE

A hands-on husband-and-wife management team with more than 20 years' experience across hospitality, tourism, property and adventure operations. Gerrie and Hettie have built and operated their own hospitality businesses, managed an ultra-luxury private island, run all-inclusive yacht charters in the Caribbean, developed and operated a safari lodge on the Zambezi, and most recently led Afriski Mountain Resort – a Ski resort in Lesotho - as the General Manager couple.

They work as one management unit with clearly complementary strengths. Gerrie anchors the administrative and operational backbone of the business - systems, finance, controls, planning, infrastructure and management processes - while Hettie concentrates on the guest-facing operation, service delivery, hospitality standards, front-of-house teams and the overall guest experience. Their working identity, "Slowmads", reflects the next chapter: travelling the world slowly by taking on meaningful hospitality assignments in unusual and remote places. The more adventurous the destination, the better.

CORE MANAGEMENT CAPABILITY

GERRIE | THE OPERATIONAL BACKBONE	HETTIE | THE GUEST EXPERIENCE
Administration & management systems	Guest journey & service delivery
Budgets, cost control & reporting	Front office & accommodation standards
Payroll and finance processes	Food & beverage guest experience
PMS, technology & digital workflows	Hosting & personalised service
Procurement, inventory & suppliers	Team presentation & service culture
Infrastructure & asset maintenance	Activities & guest experiences
Planning, controls & compliance	Quality standards & attention to detail
Operational problem-solving	Guest communication & relationship building

RECENT FLAGSHIP ASSIGNMENT

AFRISKI MOUNTAIN RESORT, LESOTHO | General Manager Couple | Aug 2024 - 2026

462 beds | 56 permanent staff | up to 230 seasonal winter staff | 2 restaurants | R50m+ annual operating budget

As General Manager couple, Gerrie and Hettie held overall operational responsibility for this large, remote, high-altitude, four-season destination resort. They operated as a complementary leadership team: Gerrie focused on the administrative backbone - finance, systems, controls, planning, infrastructure and operational coordination - while Hettie drove the guest-facing side of the resort, including service standards, front office, accommodation experience, F&B guest delivery, activities and hospitality culture. Together they connected the back-of-house engine to the guest experience.

- Led 56 permanent employees, expanding by up to 230 seasonal staff during the winter season - a peak workforce of approximately 230 people.
- Managed a 462-bed destination resort with substantial seasonal fluctuations in occupancy, staffing, logistics and operational requirements.
- Oversaw an annual operating budget exceeding R50 million (US$ 3 million), including budgeting, payroll processes, procurement, cost control, supplier management, cash-flow priorities and management reporting.
- Together directed accommodation and reservations, front office and guest services, two restaurant operations, food and beverage, maintenance, procurement, HR, IT and commercial activities - with Gerrie leading the administrative/operational backbone and Hettie leading guest-facing delivery.
- Coordinated winter ski operations and associated guest activities, transitioning to summer adventure and outdoor activities as part of a year-round destination offering.
- Oversaw critical remote-site infrastructure including power, water, vehicles, buildings, maintenance, IT systems and operational safety.
- Managed hospitality and financial systems including eZee Absolute, Optimus, Xero, Payfast and Transaction Junction, together with direct-booking and distribution workflows.
- Led departmental managers and multicultural teams through a practical two-person leadership model: strong operational controls behind the scenes, matched by visible, hands-on hospitality leadership in front of the guest.

CAREER JOURNEY

2020 - 2024 | US & BRITISH VIRGIN ISLANDS | Yacht Captain, First Mate & Chef

Returned to luxury yacht charter operations in the Caribbean, this time in the US Virgin Islands and British Virgin Islands. Gerrie served as Yacht Captain, responsible for navigation, vessel operation, safety, maintenance and itinerary planning. Hettie served as First Mate and Chef, leading onboard hospitality, provisioning, cuisine and personalised guest service. Together they delivered intimate, all-inclusive charter experiences where operational self-sufficiency and guest care were equally important.

2018 - 2020 | CALALA PRIVATE ISLAND, NICARAGUA | Management Couple

Managed an ultra-all-inclusive 5-star private island for 18 months on Nicaragua's Caribbean coast. The resort hosted a maximum of eight guests with a 26-person team, restaurant, two bars and a full activity programme. The role demanded discretion, personalised service, staff leadership and meticulous property operations.

2016 - 2018 | CARIBBEAN YACHT CHARTERS | Captain & First Mate / Hosts

Sailed and operated a 44-foot catamaran from Trinidad to St Martin, based in Grenada, offering all-inclusive private charters for up to five guests. Combined navigation and vessel management with hosting, catering, itinerary planning, guest experience and self-contained operations at sea.

2007 - 2016 | LANGKLOOF TOURISM - THE ARK, SOUTH AFRICA | Owners / Operators

Owned, developed and operated a Route 62 tourism venue comprising a 40-seat restaurant, sports bar, curio shop, takeaway kiosk, winery, events venue / theatre and guest-house accommodation. Built deep owner-operator experience across hospitality, retail, events, property and commercial management.

2000 - 2006 | DESTINATION AFRICA & KABULA LODGE, ZAMBIA | Owners / Developers / Operators

Owned and operated Destination Africa, providing guided 4x4 safari tours across eight African countries. In parallel, built, developed and managed Kabula Lodge on the Zambezi River in Zambia and hosted international events, including media launches for major vehicle companies.

SYSTEMS, OPERATIONS & GUEST EXPERIENCE

- Hospitality PMS / reservations: eZee Absolute, Optimus; direct reservations and OTA / channel workflows.
- Finance & payments: Xero, Payfast, Transaction Junction; payroll administration, budgeting, cost control and management reporting.
- Commercial: strategic marketing and sales, pricing / revenue thinking, direct-booking development, guest communications and stakeholder management.
- Operations: SOPs, quality controls, inventory, procurement, asset maintenance, supplier management, safety and remote-site contingency management.
- People: recruitment, onboarding, training, supervision, performance management, departmental leadership and multicultural team communication.
- Technology: confident adopters of cloud-based business systems, Google tools and practical digital workflows.

QUALIFICATIONS & PRACTICAL CREDENTIALS

GERRIE	HETTIE
BA • BD • Post Graduate Diploma National Certificate, Real Estate Level 5 PPRE • CEA • Google Certified • Qualified Skipper	BA (part) • National Certificate, Real Estate Level 4 CEA • Competent Crew

THE ASSIGNMENTS WE ARE LOOKING FOR

Worldwide availability: short-term relief / stand-in management, seasonal leadership, openings and pre-openings, operational projects, turnaround assignments and long-term management-couple positions. Particularly interested in remote and unconventional destinations: islands, safari and wilderness lodges, mountain / ski resorts, expedition-style properties, yachts, private estates and adventure destination resorts.

PERSONAL

South African married couple • Married since 1981 • English & Afrikaans • Seasoned international travellers • Have consistently worked together as a management team across the projects listed above.

REFERENCES & ONLINE PORTFOLIO

Professional references available on request. Previous-property links can be supplied.

“SLOWMADS”

Experienced enough to run the operation. Curious enough to keep exploring.