

# **CELSO L. TERRA ASSUNÇÃO**

**Executive Advisor | Managing Director | Luxury & Boutique Hospitality**

**Available for Executive & Advisory Engagements**

## **EXECUTIVE SUMMARY**

Senior hospitality executive with over 30 years of international experience leading luxury hotels, boutique properties, resorts, and high-end gastronomic projects. Strong background in hotel openings, repositioning, operational restructuring and turnaround of iconic assets. Proven ability to lead multidisciplinary teams, manage complex stakeholder environments, and deliver excellence in premium hospitality operations across Europe and Latin America.

## **EXECUTIVE & ADVISORY CORE EXPERTISE**

- Executive Leadership & Strategic Advisory
- Hotel Openings, Reopenings & Turnarounds
- Luxury, Boutique & Lifestyle Hospitality
- Fine Dining & Michelin-Star Operations
- Asset Repositioning & Value Creation
- Stakeholder, Investor & Ownership Advisory
- Organizational Structuring & Leadership Development
- Brand Positioning & Guest Experience Strategy

## **EXECUTIVE & ADVISORY EXPERIENCE**

### **Partner & Executive Advisor**

#### **Cais da Pedra & Restaurante Bica do Sapato | Lisbon, Portugal | 2023 – 2025**

Led the recovery and operational relaunch of the concessioned Cais da Pedra area, including the full reopening of the iconic Bica do Sapato restaurant. Oversaw financing processes, coordinated architecture, engineering, and construction teams, structured kitchen, service, and administrative teams, and supported operational, marketing, and positioning activities to ensure a successful return to market.

#### **Executive Advisor – Boutique Hotel Development**

#### **Palácio Azul | Lisbon, Portugal | 2017 – 2022**

Acted as executive advisor for the development of a five-star boutique hotel project in central Lisbon. Provided strategic guidance on hospitality concept definition, operational design, and guest experience, working closely with investors, architects, and an internationally renowned three-Michelin-star chef to align vision, feasibility, and long-term positioning.

#### **Executive Advisor – Boutique Hotel Project**

**Villa Laura | Estoril, Portugal | 2017**

Advised ownership on the planning and launch of a boutique hotel located in a 19th-century mansion redesigned by a leading Portuguese architect. Supported concept development, operational layout, and service standards aligned with high-end boutique hospitality.

**Managing Director****Vila Joya Hotel, Restaurant & Spa | Algarve, Portugal | 2013 - 2016**

Managed and restructured one of Europe's most iconic luxury boutique hotels, consistently recognized with major international awards. Led hotel and restaurant operations, including a two-Michelin-star restaurant, strengthened brand positioning, and delivered internationally acclaimed gastronomic events that reinforced the property's global reputation.

**Managing Director****Internacional Design Hotel | Lisbon, Portugal | 2008 - 2013**

Led the reopening of one of Lisbon's most profitable boutique hotels. Positioned the property as the first Portuguese member of Small Luxury Hotels of the World and achieved top market rankings and multiple national hospitality awards through operational excellence and strong brand management.

**Managing Director****SPA do Vinho Resort & Spa | Bento Gonçalves, Brazil | 2007**

Led the opening and operational structuring of a luxury resort and spa developed in partnership with the leading international brands, Caudalie Vinotherapie and Accor Hotels. Implemented operational standards, built and led multidisciplinary teams, and positioned the property among Brazil's most prestigious resort destinations.

**Managing Director****Farol Design Hotel | Cascais, Portugal | 2003 - 2006**

Managed the first Design Hotels property in the Iberian Peninsula, overseeing operations, guest experience, and brand positioning. The hotel gained international recognition for design-led hospitality and premium service delivery.

**Earlier Career (Selected Highlights)**

Held senior leadership roles across hospitality and service sectors, for multinationals as InterContinental Hotels and Gtech Corporation, and private companies, as Joinville Country and Golf Club. These roles established a strong foundation in service excellence, operations, and executive decision-making.

**LANGUAGES**

Portuguese	English	French	Spanish	Italian	German	Japanese
Native	Fluent	Fluent	Fluent	Fluent	Basic	Basic

### **SELECTED INTERNATIONAL RECOGNITION**

Multiple international awards and nominations across luxury hospitality, boutique hotels, and fine dining, including World Travel Awards, Michelin recognition, Boutique Hotel Awards, and leading national hospitality distinctions.

### **EVENTS (SELECTION)**

Organization and operation of complex events, such as the launch of the Nissan Micra Convertible vehicle, several editions of the International Gourmet Festival Tribute to Cláudia (with the participation of numerous Michelin-starred chefs), and Laureus World Sports Awards pre-opening party, by Vogue Magazine.

### **EDUCATION**

- Hospitality Management – Associação Portuguesa de Diretores de Hotel (ADHP/INESP)
- Business Administration – Universidade de Joinville e Região (UNIVILLE)
- Medicine – Universidade Federal do Rio de Janeiro (incomplete)