

Ahmet Can Yeşildağ

Hospitality executive · Strategic leadership · Operational excellence

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PROFILE

Hospitality executive with three decades of senior leadership across Turkey, Azerbaijan, MENA, and Canada. Currently Director of Business Development, North America at Heyhotel AI, building the operational layer that turns guest communication into measurable revenue. Concurrently leads Greenmountains Project Management & L&D Institute and Orophile Wellness Journeys, a curated mountain wellness practice serving HNW travellers. Previously held senior operations and general management roles at Hilton, Marriott, Radisson, and Titanic, with a 2014 Best Performance Hotel award (Eastern Europe region) at Radisson Baku. Cornell General Managers Program graduate (4.59 GPA) and Past III President, Skål International Azerbaijan.

CURRENT ROLES

Director of Business Development, North America

April 2026 — Present

Heyhotel AI · North America

- Lead North America go-to-market for an AI platform that operationalises guest communication across hotels, restaurants, and high-demand hospitality environments — turning pre-booking through post-stay touchpoints into a unified, real-time operational system.
- Partner with hotel groups and independent operators to integrate omnichannel communication, automated decisioning, and demand-management workflows into existing PMS, CRM, and revenue stacks.
- Reframe communication from a cost centre into a measurable revenue engine — featured in recent Fast Company coverage of the platform's commercial thesis.

Senior Managing Director

January 2019 — Present

Greenmountains Project Management & L&D Institute · Greater Toronto Area

- Advise hospitality organisations on stalled initiatives, inconsistent execution, and service-culture gaps — combining 30+ years of operational experience with structured project management and learning-and-development programmes.
- Deliver bespoke leadership and team-alignment engagements that produce measurable improvements in service performance and operational discipline.

Managing Director

January 2019 — Present

Orophile Wellness Journeys · Greater Toronto Area

- Founded a boutique wellness travel practice curating bespoke mountain wellness journeys across the Dolomites, the Alps, and the Himalayas for individuals, families, and small groups.
- Combine luxury hospitality standards with restorative adventure travel — alpine spa, thermal recovery, holistic programming — positioned at the intersection of the global wellness tourism market.

SELECTED SENIOR HOSPITALITY LEADERSHIP

Senior Hotel Operations Manager

September 2021 — January 2026

Hilton · Ontario, Canada

- Directed full-property operations with accountability for guest satisfaction, brand compliance, and operational continuity through advanced administrative oversight and proactive issue resolution.
- Strengthened brand loyalty and commercial pipeline through prompt, structured guest-inquiry handling and cross-functional coordination with sales and revenue teams.

Senior Hotel Operations Manager

February 2019 — September 2021

Marriott International · Greater Toronto Area

- Led multiple key functions for a 135-room upscale property, directing talent development end-to-end — hiring, training, evaluation, and continued mentorship — to build a multi-disciplinary high-performance team.
- Authored actionable spending and labour plans tied to demand fluctuations to meet operational requirements while minimising expenditure.

General Manager

December 2017 — February 2019

Titanic Business Hotel Golden Horn · Istanbul, Turkey

- Directed operations for a 331-room, full-service luxury property — 600-person ballroom, 12 meeting rooms, three restaurants, two bars, 4,000 sqm spa and fitness centre, and a 2,500+ member club — through eight executive department heads.
- Drove a €10 ADR expansion and €6 RevPAR uplift year-over-year through tighter direct-booking strategy and disciplined revenue management.
- Implemented a new CRM system that lifted guest satisfaction scores; recognised among the top 10% of hotels in Istanbul.

General Manager

September 2013 — December 2017

Radisson Hotel Group · Saudi Arabia / Baku, Azerbaijan

- Selectively recruited to spearhead the pre-opening of a new 305-room hotel and apartment facility in Saudi Arabia — authored SOPs, built the leadership team, and ensured full compliance with Critical Path and International Management Agreement obligations.
- Earlier, as General Manager of the Baku property (245+ rooms): awarded Best Performance Hotel for the Eastern Europe Region (2014) at the Carlson Rezidor Regional General Managers Meeting in St. Petersburg.
- Grew gross profit to 4.3+ M TAZN from 3.38 M TAZN through cost discipline and revenue strategy; lifted the Climate Analyze Score to 94.6 from 87.2 through hands-on coaching and leadership development.

ACADEMIC APPOINTMENTS

Senior Instructor, Hotel & Tourism Management

2022 — 2025

Lambton College · *Fanshawe College* · *Vatel Business School* · Toronto / Istanbul

- Taught senior-level courses across hotel and resort management, tourism trends, leadership development, operations management, customer relationship management, and human resources — preparing the next generation of hospitality leaders across three institutions in Canada and Turkey.

EARLIER HOSPITALITY CAREER

Cluster General Manager · <i>Titanic Hotels</i> · Istanbul	Feb 2009 — Sep 2013
General Manager · <i>Istanbul Sabiha Gökçen International Airport</i> · Istanbul	Jan 2005 — Feb 2009
Director of Food & Beverage · <i>Richmond Hotel & Suites</i> · Istanbul	Jan 2003 — Jan 2005
Assistant Food & Beverage Manager · <i>Sheraton Hotels & Resorts</i> · Izmir	Jan 2002 — Jan 2003
Assistant Food & Beverage Manager · <i>Limak Investments</i> · Antalya	Jan 2001 — Jan 2002
Director of Operations · <i>Events & Catering Services Co.</i> · Istanbul	Jan 1995 — Jan 2001
Management Trainee, Kitchen · <i>The Plaza Hotel İstanbul</i> · Istanbul	1998 — 1999
F&B Bar Supervisor · <i>Hyatt Regency İstanbul</i> · Istanbul	1993 — 1995
F&B Trainee · <i>Swissôtel The Bosphorus</i> · <i>The Marmara Hotel İstanbul</i> · Istanbul	1990 — 1992

EDUCATION

Cornell University, School of Hotel Administration <i>General Managers Program</i> · <i>Certificate in Strategic Leadership for the Hospitality Professional</i>	2014 — 2015
Anadolu University <i>Bachelor of Business Administration (BBA), Business Administration</i>	2001 — 2003
Boğaziçi University <i>Associate of Arts (AA), Hotel Management</i> · <i>Honours degree</i>	1997 — 2001

CREDENTIALS, RECOGNITION & LANGUAGES

Credentials Canadian Experienced Hotelier · Cornell General Managers Program · Cornell Strategic Leadership for the Hospitality Professional · Radisson General Manager Certification · Hilton OnQ Property Manager

Recognition Best Performance Hotel, Eastern Europe Region (Radisson, 2014) · Past III President, Skål International Azerbaijan (2013 — 2017) · Featured speaker, TMW Skål Baku Speaker Seminar (2016) · Boğaziçi University Honours Degree

Languages Turkish (native) · English (full professional) · Azerbaijani (full professional) · German (elementary)