

Alexander Wich

Facilities & Technical Operations | Asset Management | Business Transformation

Denmark • +45 28 86 41 11 • alexander.wich74@gmail.com
www.alexanderwich.com • LinkedIn

Executive Profile

For more than twenty years, I have led facilities, technical operations, technology, and business transformation across international hospitality organisations.

My experience combines strategic facility management, operational leadership, digital transformation, and asset management to support organisations through hotel openings, owner transitions, capital investment programmes, infrastructure modernisation, and continuous operational improvement.

I work closely with executive management, owners, contractors, consultants, and multidisciplinary teams to build reliable operations that protect assets, strengthen business performance, and create exceptional guest experiences.

I believe organisations perform at their best when people, technology, and infrastructure work together with clear accountability, trust, and continuous improvement. My objective is to simplify complexity, develop sustainable operating models, and leave every organisation stronger than I found it.

Core Competencies

Strategic Leadership	Technical Operations
Strategic Facility Management	Facilities & Technical Operations
Asset Lifecycle Management	Building Infrastructure
CAPEX & FF&E Planning	Operational Readiness
Business Transformation	Business Continuity
Vendor Governance	Risk Management
Sustainability	Digital Transformation
Executive Stakeholder Management	Multidisciplinary Leadership

Professional Experience

Novicom A/S — Denmark

Global Project Manager / System Specialist
June 2024 – Present

Focus

- International implementation projects
 - Customer migrations
 - Cross-functional stakeholder management
 - Cloud and on-premise solutions
 - Operational process optimisation
-

Strawberry

Cluster Facility Manager

Clarion Hotel & Comfort Hotel Copenhagen Airport

January 2020 – May 2024

Operational Scope

- 987 Guest Rooms
- 34 Meeting & Conference Rooms
- 5,000+ m² Conference & Event Facilities
- Annual Revenue exceeding DKK 420 million
- 24/7 Technical Operations
- Multidisciplinary Engineering Teams

Executive Responsibilities

- Facilities & Technical Operations
- Strategic Facility Management
- Asset Lifecycle Management
- CAPEX Planning
- Budget Responsibility
- Vendor Governance
- Business Continuity
- Sustainability Initiatives

- Owner Collaboration
- Conference & Event Operations

Selected Business Impact

✓ Supported the successful opening and operational integration of the 605-room Comfort Hotel Copenhagen Airport.

✓ Maintained uninterrupted technical operations throughout an owner transition.

✓ Developed Smart Building documentation improving long-term asset visibility and technical governance.

✓ Introduced contingency procedures ensuring uninterrupted guest keycard operations during the global Windows outage.

✓ Led the Flexphone migration enabling operational flexibility during COVID-19.

✓ Delivered refurbishment and infrastructure projects while maintaining full hotel operations.

✓ Improved technical readiness for major conferences through revised procedures and power distribution planning.

Previous Leadership Positions

Facility Manager

Clarion Hotel Copenhagen Airport

Senior Information Systems Manager

Hilton Copenhagen Airport

Cluster IT Manager

Hilton Copenhagen Airport & Hilton Malmö

Information Systems Manager

Hilton Austria Cluster

Professional Expertise

Facilities & Assets	Building Systems	Digital & Technology
Facility Management	Building Management Systems	Microsoft 365
Asset Management	Central Technical Systems	Enterprise Networks
CAPEX & FF&E	CMMS / CAFM	Cloud Solutions
Asset Lifecycle Planning	HVAC Systems	LAN / WAN
Infrastructure Strategy	ELV Systems	Wi-Fi Infrastructure
Preventive Maintenance	Fire & Life Safety	AV Technologies
Sustainability	CCTV & Access Control	IPTV
Energy Management	Building Automation	PMS & POS
Business Continuity	Smart Building Technologies	IoT

Education

Executive Program – Facility Management

Professional Development with Professor Per Anker Jensen
Technical University of Denmark (DTU)

Bachelor of Commerce – Information Systems

Victoria University, New Zealand
Sedaya International University, Malaysia

Hotel Management

Dr. W. Blindow Hotel Business School, Germany

International Experience

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

Languages

- German — Native
- English — Professional Working Proficiency
- Danish — Basic Proficiency