

2026

ACADEMY  
WEGGIS  
BUSINESS HOSPITALITY

# WEGGIS ACADEMY

Elevating Service into Strategy

[weggisacademy.com](http://weggisacademy.com)

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Service is often seen as an operational function.  
We see it as a strategic growth driver.

In high-performing organizations, service is not a department. It is a system that shapes customer experience, operational discipline, and ultimately, business performance.

At Weggis Academy, we integrate the discipline of **international hospitality** with **global management standards** to help organizations transform how they operate, serve, and grow.

Our work is grounded in a simple principle:  
when **People, Performance, and Profit** are aligned, service becomes a measurable competitive advantage.

# Who We Are

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Weggis Academy is a consulting and learning center for service-driven and client-facing organizations. Rooted in the precision of 5-star hospitality and shaped by real operational leadership experience, we bring practical, on-the-ground insight into strategic and capability development.

As part of Weggis Hospitality Group, our foundation is built on a legacy of global standards, execution discipline, and human-centered service excellence.

Today, we translate these standards across industries, from financial services and healthcare to retail and beyond.

## The Service Gaps in Organizations

As organizations grow, service becomes harder to sustain. Not because of lack of effort, but lack of structure.

Across Southeast Asia, where the service sector contributes more than half of economic output, this gap becomes increasingly visible.

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In practice, we consistently observe:

- Service is treated as training, not as a business strategy
- Leadership alignment does not translate into frontline execution
- Customer experience is inconsistent across touchpoints
- Performance metrics exist, but are not behaviorally embedded
- High investment in people, but low return in capability utilization

As organizations expand, the gap between service intention and execution becomes more visible.

# The Real Challenge

Service inconsistency is rarely a frontline issue.  
It is an organizational alignment issue.

Studies in emerging markets show that customer experience consistency often declines as organizations scale without **integrated capability systems**.

Without integration between **people, execution, and performance**, service cannot scale consistently.

This is where most organizations struggle.



# A Different Kind of Partner

We are not traditional consultants, nor conventional trainers. We operate where strategy meets execution.

## Operator-Led Perspective

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Built from real-world operational leadership, not theory alone

## Global Standards, Local Relevance

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Bridging international best practices with market-specific insight

## Tailored to Your Business

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Designed around your context, brand, and operational realities

## Outcome-Driven Approach

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Focused on measurable performance and strategic impact

Start with creating  
First Impression

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At Weggis Academy, we integrate strategy, capability, and execution to transform service into measurable business performance. We align the three drivers of sustainable performance:

# Our Approach





# Our Services

## Consulting

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Strategic advisory and operational transformation designed to solve complex business challenges and improve performance.

[See more »](#)

## Learning Center

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Structured capability-building programs that develop leadership, elevate service behavior, and sustain organizational excellence.

[See more »](#)



# Consulting

## Advisory & Diagnostic

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Service audits, operational reviews, performance assessment

## Strategy & Transformation

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Service model design, experience strategy, multi-unit alignment

## Operational Excellence

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Workflow optimization, SOP systems, quality assurance

## Commercial Performance

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Revenue strategy, conversion improvement, sales effectiveness

# Learning Center

We build the human capability required to sustain transformation.



01.

## Leadership & Executive Programs

Strategic alignment and leadership transformation delivered through immersive workshops, masterclasses, and multi-month executive journeys

02.

## In-House & Customized Training

Tailored learning experiences across in-person, hybrid, and digital formats—including video-on-demand and modular e-learning

03.

## Coaching & Mentorship

Targeted coaching interventions focused on managerial capability acceleration, talent development, and performance leadership

04.

## Culture & Capability Building

Embedding the mindset through culture frameworks, values-to-behavior integration, and sustained organizational activation

05.

## Summits & High-Impact Events

Large-scale workshops, commercial summits, and masterclasses designed to align, inspire, and activate teams

# Our Areas of Expertise

Operational, Transformation, and Experience Strategy



01.

## Operational Excellence & Quality Assurance

*Designing efficient, consistent, and scalable service operations*

Workflow and process optimization, SOP and operating model design, quality assurance systems, and cross-functional service alignment

02.

## Business & Service Transformation

*Driving organization-wide change through service-led strategy*

Service model transformation, multi-unit standardization, experience-led growth initiatives, and capability upskilling

03.

## Customer Experience & Service Strategy

*Structuring end-to-end experiences that drive loyalty*

Customer journey mapping, multi-touchpoint experience design, service standards, recovery systems, and experience optimization

04.

## Commercial & Revenue Performance

*Driving revenue growth through sales effectiveness and commercial strategy*

Sales and service effectiveness, conversion and cross-selling, revenue & pricing strategy, and channel optimization, upselling skill development

05.

## Brand Experience & Market Differentiation

*Aligning brand promise with real customer experience*

Brand positioning, experience consistency, trust and loyalty strategy, and reputation performance across touchpoints

06.

## Culture & People Development

*Embedding the mindset into organizational DNA*

Service culture activation, values-to-behavior integration, leadership acceleration, and high-performance team development

# Our Areas of Expertise

Commercial, Brand, and Organizational Capability



HOW WE GIVE IMPACT

# To Your Organization

Our work is designed to translate into measurable outcomes:

- Stronger service consistency across operations
- Improved conversion and revenue performance
- Higher customer retention and brand trust
- More aligned and capable leadership teams
- Sustainable performance at scale



# Our Key Experts

Asia Regional Partner

## Dr. Kamril A. Karim

A seasoned strategist and advisor with regional experience across Asia, including Malaysia, Brunei, Maldives, and South Korea. Has led engagements with global organizations such as BMW, Citibank, Shell, Hitachi, and Motorola. Holds a PhD in Business Management from the University of Manchester.



01.

02.



Learning & Development Expert

## Pingkan Mangowal S.St.

Learning and development specialist with 15+ years of experience across luxury hospitality brands including Four Seasons, InterContinental, Fairmont, and JW Marriott. Known for building enterprise-level capability systems that strengthen service, people, and performance.

## Commercial & Revenue Management Expert

### Steve Setiawan B.A., M.B.A.

Commercial and revenue leader with 20+ years of experience across leading luxury hospitality groups, including Anantara, Marriott, and The Peninsula Hong Kong. Brings deep expertise in revenue strategy, pricing, and performance optimization. MBA, Glion Institute of Higher Education, Switzerland.



# 03.

## Commercial & Operations Expert

### Harry Suryadharma B.A., M.A.

Senior commercial executive with 25 years of leadership across The Ritz-Carlton, Four Seasons, Hyatt, Rosewood, and Marriott. Former General Manager with extensive experience in driving operational excellence and commercial performance.

# 04.



## Commercial & Human Capital Expert

### Syahrial Lubis B.S.B.A., M.A.

Hospitality leader with 25 years of experience across The Ritz-Carlton, Hyatt International, InterContinental, and Marriott. Specializes in aligning commercial performance with human capital strategy and organizational capability.



# 05.



# Past Project Highlights

**01. Consultancy Services | 02. Public Training | 03. In-House Training  
04. Event & Industry Engagement | 05. Upcoming Projects**

# 01.

## CONSULTANCY SERVICES

Our consulting engagements are grounded in real operational context. We bridge strategy, execution, and performance.

We support organizations in diagnosing challenges, structuring solutions, and embedding them into daily operations. Thus, ensuring relevance within each business environment.

### Indonesia

- ✓ Injourney Aviation
- ✓ Kuwait Foreign Petroleum Exploration Company (KUFPEC)
- ✓ Bali Sunset Road Convention Center
- ✓ The Luna Uluwatu
- ✓ Omega Hotel Management
- ✓ JW Marriott
- ✓ Ritz-Carlton Jakarta

### Asia Region

- ✓ Shell Brunei
- ✓ Bank Negara Malaysia
- ✓ Hitachi
- ✓ Obsess Cosmetics
- ✓ The Dental Atelier
- ✓ Siti - Beauty & Wellness Spa

# 02.

## PUBLIC TRAINING

Through the **Weggis Professional Access Series**, we aim to contribute to raising service standards in Indonesia by making quality learning more accessible.

Our sessions cover key areas such as service excellence, leadership, and customer experience, including programs like 5-Star Service Foundations, Leadership Beyond Sales, and Complaint Intelligence, with future sessions continuously being developed.



# 03.

## IN-HOUSE TRAINING

We design and deliver customized training programs across sectors, from commercial and building management such as Danareksa and BSI Tower, to convention centers like BSCC, and hospitality including Gran Meliá.

Each program is developed based on the organization's context, working with teams across all levels from frontline to leadership to ensure relevance and practical application.



Convention Center Training



Danareksa & BSI Tower Training



Gran Melia Training



Gen Z Hospitality Summit, Bali

# 04.

## EVENT & INDUSTRY ENGAGEMENT

We engage the industry through curated forums and collaborations that encourage meaningful exchange.

Gen Z Hospitality Summit in Bali brings together emerging talents and industry leaders to explore the future of hospitality. Joint Afternoon Table in Jakarta, in collaboration with Liberty Communications Indonesia, convenes senior leaders to share perspectives on hospitality, brand building, and sustainable growth.



Joint Afternoon Table



# WORK ACROSS INDUSTRIES

As organizations across industries recognize the value of service-driven performance, our work continues to grow across sectors and markets.

Each engagement is shaped by the specific context of the organization, ensuring relevance, practicality, and impact.

**Let's explore how this can work for your organization.**




## Our Upcoming Projects

- ✓ Danantara Indonesia
- ✓ Bank Indonesia
- ✓ Aryaduta Hotel Corporate Office
- ✓ Bester & Co.
- ✓ Private Resort in Zanzibar

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## Contact Information

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Sudirman Kav. 28, Jakarta Selatan.

### **Bali Office**

Jl. Pura Mertasari Sunset Road, Pemogan, Kota  
Denpasar Selatan, Bali.