

Armando Smeke  
Careers in Hospitality

1. What is Armando Smeke's role at Grupo Posadas?

- A) CEO
- B) Head of Strategic Planning
- C) Chief Marketing Officer
- D) Director of Operations

Answer: \_\_\_\_\_

2. How did Armando Smeke start working at Grupo Posadas?

- A) He applied directly for a job in hospitality.
- B) He was hired as a consultant, then joined full-time.
- C) He inherited the position from a family member.
- D) He started working at a different hotel and was promoted.

Answer: \_\_\_\_\_

3. What project did Armando create in the company to improve organizational structure?

- A) They are entertaining
- B) They are always relevant to listeners
- C) They help improve ratings
- D) They are easy to report

Answer: \_\_\_\_\_

4. What advice does Armando give for becoming successful in your career?

- A) Stop learning once you reach a leadership role.
- B) Focus solely on making money.
- C) Be a good human being and never stop learning.
- D) Avoid taking risks in your career.

Answer: \_\_\_\_\_

5. What is one of the main challenges in the hospitality industry, according to Armando?

- A) Increasing hotel locations
- B) Balancing technology with human interaction
- C) Keeping prices competitive
- D) Hiring younger employees

Answer: \_\_\_\_\_

6. What is Grupo Posadas' primary competitive advantage in the hospitality industry?

- A) Advanced technology
- B) Superior guest service
- C) Number of hotel locations
- D) Low operating costs

Answer: \_\_\_\_\_

7. How does Grupo Posadas encourage innovation among its staff?

- A) By only listening to corporate executives
- B) By organizing "La Junta" to focus on brainstorming ideas
- C) By outsourcing all innovation to external companies
- D) By avoiding customer feedback

Answer: \_\_\_\_\_

**\*\*Written Response Questions\*\***

8. Armando Smeke discusses the balance between technology and human interaction in the hospitality industry. In your opinion, how important is it to maintain human elements in industries that are becoming more technology-driven? Provide examples.

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9. Based on Armando's career journey, what lessons can you learn about career flexibility and taking advantage of opportunities? How can these lessons apply to your future career plans?

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10. Grupo Posadas emphasizes listening to customer feedback for innovation. In your opinion, what role does customer feedback play in improving a business, and how can companies ensure they effectively use it?

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