

UBAH DAVIS EBERE

Hospitality Operations Leader • General Manager • Lawyer & Sociologist

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PROFILE

Hospitality operations leader with over 20 years of experience across hotels, serviced apartments and suites in Abuja. I help hotel owners, investors, developers and property owners create profitable hospitality businesses and exceptional spaces through operational excellence, strong sales leadership, hospitality and event management, and law and consultancy realtor services.

CORE SKILLS

Sales & Marketing • Conflict Resolution • Public Speaking • Political Analysis • Law & Legal Advisory • Sociology • Strategic Thinking • Business Development • Team Coordination • Public Relations • Event Management • Real Estate Consultancy

PROFESSIONAL EXPERIENCE

General Manager — Sandralia Hotel Ltd.

2025 — Present

Managing hotel operations through a transition period: re-engaging corporate clients, retraining staff and upgrading facilities ahead of the next management take-over.

Business Development Manager — Sandralia Hotel Ltd.

2022 — 2024

Drove an efficient sales strategy, widened the hotel's income base and trained sales executives towards purpose-driven marketing.

General Manager — Sandralia Hotel Ltd.

2021 — 2022

Full operational responsibility — recruitment, training, cost minimisation, departmental supervision and the marketing strategy that catalysed the 2022-2024 lease.

General Manager — Sefton Suites & Apartments, Gwarimpa

2017 — 2021

Overall management of the property: staffing and placement, board reporting, daily operations, cost control and customer-base growth.

Sales & Marketing Manager — Sandralia Hotel Ltd., Jabi

2014 — 2017

Led the sales and marketing department, grew the client base, secured repeat business and advised the COO on sales output and cost reduction.

Sales & Marketing Executive — Sandralia Hotel Ltd., Jabi

2014

Introduced the hotel to new markets with competitive pricing and relationship-led selling.

Hotel Consultant — Marlen Suites, Gwarimpa

2013 — 2014

Trained the entire hotel staff, set up departmental working structures and deployed front-office and cash-point software.

General Manager — Lezsco Luxury Apartment, Garki

2011 — 2013

Managed the apartment end-to-end: recruitment, staff welfare, board reporting, cost control and departmental supervision.

Front Office Consultant — Immaculate Suites & Apartments

2010 — 2011

Six-month recruitment and training programme for the front office team.

Operations Manager / Personnel Officer / Front Office Supervisor — Gubabi Royal Hotel, Wuse Zone 5

2004 — 2010

Progressed from receptionist to operations manager — daily operations, departmental budgets, banqueting, recruitment, training and staff appraisals.

EDUCATION & CERTIFICATION

LL.B Law — National Open University of Nigeria (2020)

Certified Business Analysis Professional (CBAP) — OS Concept Research & Consulting (2013)

B.Sc Sociology — Nnamdi Azikiwe University, Awka (2000)

Secondary School Certificate — FGG Okigwe (2000)

SELECTED PROJECTS

Sandralia Hotel, Jabi — General management and repositioning through a management transition.

Sefton Suites & Apartments, Gwarimpa — Four-year GM tenure covering recruitment, training, cost control and growth.

Apartment 550, Life Camp — Pre-opening set-up, staffing and service standards.

NAF Conference Centre, Abuja — Pre-opening training of the full staff complement.

24 Apartments, Gwarimpa — Opened and structured a 24-unit serviced apartment property.

Marlen Suites, Gwarimpa — Hospitality training, departmental structures and front-office software deployment.

BIODATA

Nationality: Nigerian | Languages: English, Igbo | Location: Abuja, Nigeria | Marital Status: Married

REFEREES

Princess Jenifer Umeh — Managing Director, Sefcon Suites & Apartments

Chief Emelie Oranika — Chairman, Sandralia Hotel Limited