

PRESS RELEASE

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Monaco Eco Club Awards 2019 **Frédéric Darnet voted Manager of the Year**

Organised by the Nice-Matin Group in partnership with the Monaco Economic Board, the 8th edition of the Monaco Eco Club Awards took place on 12 November 2019 at the Grimaldi Forum, gathering remarkable entrepreneurs from all across Monaco. During the prestigious awards ceremony, seven companies and managers were recognised for their exceptional contribution to Monaco's economy. Jacques Boisson, Head of State, on behalf of Prince Albert II, awarded "Manager of the Year" Frédéric Darnet, General Manager of the Monte-Carlo Bay Hotel & Resort.

Frédéric Darnet, Monaco Manager of the Year 2019

Frédéric Darnet took over as General Manager of the Monte-Carlo Bay Hotel & Resort in February 2016, now managing a team of 388 employees and a turnover of 53 million euros (2018-2019 financial year).

During his time at the head of the company, Frédéric has demonstrated exceptional interpersonal and managerial skills, team spirit and innovation: qualities that saw him voted "Manager of the Year".

In less than four years, Frédéric Darnet has succeeded in bringing his employees together to work on new projects focused on service development, environment and innovation. He also made significant changes in terms of human resources. As a result, Frédéric Darnet has watched his teams grow and succeeded in developing the newest of the Monte-Carlo Société des Bains de Mer establishments in line with the 2020 vision defined by Jean-Luc Biamonti, the group's Deputy Chairman: to offer the most exclusive experience in Europe.

Examples include the opening of brand-new sea-view bathing facilities, the creation of the exclusive Rafael Nadal suite, the promotion of Michelin-star restaurant Blue Bay and its chef Marcel Ravin, the installation of Monaco's most powerful solar farm and a revolutionary electric supercharger, and the implementation of "management by objectives", driven by incentives and resulting in a 10% increase in the Monte-Carlo Bay Hotel & Resort's turnover in just 3 years.

For Frédéric Darnet, management means "listening, being available and responsive, encouraging others to excel, and having the freedom to engage, set an example, innovate and surprise in order to continuously raise the bar and strive for more."

Frédéric Darnet accepted the award with the following words: "I am extremely proud to have received this award, which I would like to dedicate to all my employees, as a manager is nothing without their team and the confidence their team places in them every day by giving their very best, in order to satisfy a demanding clientele and give meaning to the Monte-Carlo Société des Bains de Mer Group's vision: to offer the most exclusive experience in Europe."



Frédéric Darnet, General Manager of Monte-Carlo Bay Hotel & Resort et S.E.M. Jacques Boisson, Secretary of State, on behalf of Prince Albert II - @franzchavaroche

Monaco Eco Club Awards

Organised by the Nice-Matin Group in partnership with the Monaco Economic Board, the Monaco Eco Club Awards were launched in 2012. Since then, they have continued to bring together remarkable entrepreneurs from across Monaco in a yearly awards ceremony. In the words of Denis Carreaux, Editor in Chief of the Nice-Matin Group, *“The Eco Club Awards are all about shining a spotlight on the vibrancy, wealth and variety of Monaco’s businesses.”*

The 8th edition, presented by Arnault Cohen, Editor in Chief for Monaco/Menton, and Guillaume Rose, Executive Director of the Monaco Economic Board, saw seven exceptional entrepreneurs and companies presented with awards by a panel made up of 15 representatives from the Monaco Eco Club, the Nice-Matin Group and the Monaco Economic Board.

Frédéric Darnet - Biography

After obtaining an MBA in Hotel Management and Finance from the Glion Institute of Higher Education, Frédéric Darnet continued to study Marketing and Management at the prestigious American University of Cornell. He developed a strong experience in management working in events, hospitality and thalassotherapy industry. In 2006, he joined the Monte-Carlo Société des Bains de Mer Group and took over the management of the Thermes Marins Monte-Carlo. General Manager of Monte-Carlo Bay Hotel & Resort since February 2016, Frédéric Darnet has been putting his stamp on the group’s establishments in a bid to ensure a promising future full of innovation and he has successfully implemented a “responsible management” model.

About Monte-Carlo Société des Bains de Mer

Since 1863, Monte-Carlo Société des Bains de Mer has been offering a unique Art of Living, a one-of-a-kind resort with four casinos, including the prestigious Casino de Monte-Carlo, four hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, and Monte-Carlo Bay Hotel & Resort), the Thermes Marins Monte-Carlo spa, 30 restaurants including five that together have seven Michelin Guide stars. A hub of nightlife, the Group offers an incredible selection of events. At the beginning of 2019, Monte-Carlo Société des Bains de Mer is completing four years of transformation works dedicated to Hôtel de Paris Monte-Carlo and to the creation of a new district around Place du Casino, One Monte-Carlo, with luxury accommodation, shops, restaurants and a conference centre. The vision of Groupe Monte-Carlo Société des Bains de Mer is to make Monte-Carlo the most exclusive experience in Europe.

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