



## 2012 Fellow of THE-ICE

### **Ms Rachel Argaman**

**CEO, TFE Hotels (Toga Far East Hotels), Australia**



A visionary leader who believes in “encouraging the heart,” Rachel is CEO of TFE Hotels (Toga Far East Hotels) in Australia.

With over 20 years of international experience at executive management level in the travel and hospitality industry, Rachel has a passion for creating a results-oriented, responsive and market-driven culture within companies. This is backed by a driving belief that the success of businesses depends on the quality of the people they employ.

Rachel has a proven track record of increasing sales, global market share and profitability. She is goal-oriented and focused on the accelerated growth of the Toga Far East Hotels group and their brands: Adina Apartment Hotels, Travelodge Hotels, Medina Serviced Apartments, and Vibe Hotels. Rachel’s experience includes managing company growth, takeover & integration, establishment of new brands, and ensuring success of TFE’s incubator business in Europe.

Rachel's success to date has been recognised by various industry and business awards. In 2013 Rachel was presented with the prestigious "Fellow of the International Centre of Excellence Award". At the 2010 Awards for Hotel and Accommodation Excellence, Rachel was named HM Magazine's Hotelier of the Year. In December 2008, Rachel was named the Telstra National Corporate Businesswomen of the Year.

October 2010 saw Rachel participate in the Australian version of Undercover Boss, allowing her to see her company through a “different lens” as she worked on the front line of the business, a move which facilitated ongoing changes for the way Toga’s senior management team supports the business.

Toga Hotels’ charitable focus is on helping the homeless. To that end, all their hotels donate good quality leftover food to OzHarvest, and Rachel is Chairperson of the OzHarvest Board.

Rachel holds an MBA in Service Industry Management and is passionate about customer service.

Born in England and raised in South Africa, Rachel (together with her husband and three children) now call Australia home.