



# Welcome, Iva Trifonov



We are delighted to announce the appointment of Iva Trifonov as **General Manager** of the **Sheraton Grand Tbilisi Metechi Palace**.

After having worked as flight attendant at Balkan Bulgaria Airlines, Iva joined Starwood Hotels in 1986 as Executive Housekeeper at the Sheraton Sofia Hotel Balkan – the first Sheraton hotel in the Eastern block. She then held various Executive Housekeeper positions with Sheraton in Africa, before she became the Front Office Manager at the Sheraton Warsaw Hotel in 1997. From 2001 until 2003, Iva joined the first generation of Six Sigma Black Belts trained by Starwood who were responsible for the rollout of Six Sigma quality improvement at the Sheraton Hotels in Warsaw, Zagreb and Sofia. After her assignment as Resident Manager at the Sheraton Warsaw in 2006, Iva made the next step in her hotel career as the opening General Manager of Sheraton Poznan Hotel, followed by the Sheraton Sopot Hotel in 2009. In 2016, Iva moved to Amman, Jordan as General Manager of Sheraton Amman Al Nabil Hotel and Area Manager for the legacy Starwood hotels in Jordan.

Iva holds a Master's degree from Sofia University and a variety of qualifications, including a certification in Hospitality Administration at the Hotel School of Cornell University School and a postgraduate degree in Marketing & Management of Tourism at Academy from the Academy of National & World Economy in Sofia.

Wherever she goes Iva engages with various local organization that support the community. She was one of the founding members of the Warsaw Destination Alliance, active member in Sopot's Tourism board, and has driven a number of fund raising initiatives to support local charities. She is passionate about sustainability and minimizing the consumption of single use plastic. A native Bulgarian Iva speaks also English, Polish, and Russian and is now learning Georgian.

During her leisure time, Iva enjoys working out, exploring new places, discovering art and history.

Iva is committed to continue to build the reputation of Sheraton Grand Tbilisi Metechi Palace as the gathering place of Tbilisi and connect with the all local and international partners and patrons to understand how the hotel with such remarkable history can serve them better.

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