

# [HSMAI Region Europe Profile:](#) [Jarle Moen](#)

## Jarle Moen Chief Executive Officer THE THIEF

The norwegian hotel [THE THIEF](#) rated as number 1 in northern Europe by Condé Nast Traveler readers. [Read more here.](#)

**Q:** What does a day at work consist of for you?

**A:** The most important thing I do every day is to take the pulse of the hotel. I speak with guest and employees to get a feel for their needs, before the needs arise and give support where needed. I'm no use for anybody just if I just sit inside an office. I need to be where things happen.

**Q:** What's the best part of your job?

**A:** It's of course all the interactions with my guests and co-workers, and to be able to help improve the hotel experience for all our visitors. I'm also Chairman of the Board for the Norwegian Hospitality Association (NHO Reiseliv) and passionate about putting the region on the world map. Working at THE THIEF definitely allows me to do just that.

**Q:** Do you have anyone you've looked up to?

**A:** As I've also said earlier, Petter and Torgeir set the standard for the Nordic Choice system. And one of the things they're great at is letting others shine. I learn from my co-workers at THE THIEF every single day.

**Q:** Do you have any nice traditions at your office?

**A:** Traditions build company culture. To me the most important traditions are the ones where we lift each other up. In addition to prizes like “employee of the month” and “employee of the year”, I’m proud of all the spontaneous celebrations of small and large wins and accomplishments. Co-workers that go that extra mile for guests and other colleagues are noticed.

**Q:** How long have you been a member of HSMIAI?

**A:** As long as I can remember.

**Q:** What do you think is the best thing about HSMIAI?

**A:** HSMIAI showcases role models, talents, new concepts and ideas. This contributes to making everyone in the industry try a little harder each day.

**Q:** Are there any activities or projects you think HSMIAI should start up?

**A:** Keep being a driving force behind the development of the industry. We members have much to learn from each other, especially across the borders. There is much inspiration in bringing the world into our hotel lobbies.

**Q:** Describe your perfect weekend.

**A:** The perfect weekend is either spent at the cabin in Drøbak or exploring a new hotel. I always take notes when I’m travelling, and try to capture the mood where I am. Everything is about getting the guests to feel good.

**Q:** If you were trapped on a desert island, what would you take with you, if you could choose one thing?

**A:** A fine bottle of wine. Then I’d use the label to write a travel letter and send it back home in the empty bottle.

**Q:** What is the title of the book about your life?

**A:** *Engaged, empathetic and a bit eccentric.*

**Q:** What is your next travel-destination?

**A:** I'll soon be going to Tulum in Mexico – a beautiful little corner of Mexico that has quietly evolved to become one of the world's hottest travel destinations. Laid-back mood, powder white beaches, exotic jungle and amazing Mayan ruins. I'm counting the days!

**Q:** Do you have any special hobbies?

**A:** Travelling and exercising. Both give me a great deal of new energy. And I need that.

**Q:** Thank you for your time. Do you have any personal comments?

**A:** I'd like to send a big thank you to all my fantastic colleagues at THE THIEF. You guys impress me every single day.

**Photo:** Jarle Moen, Chief Executive Officer at Oslo's THE THIEF hotel. Photographer: CW-Wesenberg/kolonihaven.no