

# GENNY SALEH



## Contact

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## Skills

- Social perceptiveness and empathy
- Team leadership and development
- Critical thinking and judgment
- International experience and multicultural mindset
- Multilingual communication
- Curiosity and motivation
- Attention to detail and organization
- Recruitment and selection strategies
- Complex problem solving
- Teamwork and collaboration
- Conflict resolution and negotiation
- Advanced communication skills
- Relationship building and stakeholder engagement
- Flexibility and resilience

## Summary

Global C-Suite Executive with 30+ years in luxury hospitality, events, and Sport corporate sponsorship management. Proven expertise in international client relations and strategic business development, driving growth through innovative sales strategies. Recognized for strong stakeholder relationship cultivation and adeptness in managing complex logistics in a global market. Visionary leader with a focus on growth, decision-making confidence, and a track record of guiding organizations through change.

## Experience

### Chief Operating Officer

Iacertosus | Feb 2023 - Current

- Oversaw budget verification for expenditures, assets, and liabilities to maintain quality standards.
- Developed strategic plans driven by market research and industry trends to guide decisions.
- Signed local and international partnerships to expand business opportunities.
- Built high-performing teams that consistently achieved objectives and increased market reach.
- Negotiated contracts with suppliers to enhance supply chain resilience.
- Ensured compliance with regulations and internal policies across all operations.
- Managed large-scale projects from conception to completion, achieving targets on time and within budget.
- Strategically opened a new branch in Spain, overseeing operations to date.

### International Client Manager

InfrontSports | Jan 2022 - Current

- Client acquisition and revenue growth
- Budget management and operations oversight
- Leadership excellence and motivational style
- Employee training and development programs
- Time management and multi-tasking ability
- Integrity, ethics, and strong work ethic

## ***Education***

Jordan Peterson academy  
usa

Master of Business Administration: Business Psychology  
2026

- Business Psychology Graduate (humanistic and Ecomacy)
- Coursework in Psychology
- Dissertation in Business and hospitality

Grazia Deledda  
GENOVA  
High School Diploma:  
Linguistic  
06/1993

- Relevant Coursework: Art and Cultural studies (English)
- Extracurricular Activities: School

- Established liaison partnerships for new client acquisition with Torino F.C., Inter F.C., and Bologna F.C.
- Cultivated strong relationships with prospective clients through effective interpersonal skills.
- Analyzed market trends and customer feedback to guide strategic business decisions.
- Managed a portfolio of high-net-worth clients, delivering personalized financial advice.
- Organized client engagement events to strengthen relationships and identify new opportunities.
- Collaborated with marketing to develop targeted campaigns, enhancing client acquisition by 25%.

Executed event sales and activations for prestigious events including Ryder Cup and Run Rome Marathon.

## ***stakeholders & business lead manager consultant***

Parma Football Club 1913 | Jan 2017 - Current

- Consulted with international and national stakeholders to enhance collaboration and engagement.
- Maintained and expanded active client base through targeted outreach strategies.
- Led multidisciplinary teams across diverse projects, enhancing efficiency and project delivery timelines.
- Spearheaded promotional campaigns in coordination with marketing, maximizing audience reach.
- Directed implementation of customer service standards, achieving 95% customer satisfaction rate.
- Represented organization at conventions to gather insights and foster new partnerships.
- Collaborated with management team to plan and execute organizational initiatives.
- Developed and executed strategic plans to meet sales targets while improving customer satisfaction.

## ***Hospitality Manager WWHT - Assistant event planner***

DAVINES - COMFORT ZONE WWHT | Jan 2018 - Jan 2019

- Coordinated logistics and event planning for international guests at World Wide Hair Tour.
- Managed support staff requirements pre- and post-event to ensure seamless operations.

- Volleyball Team
- Community service: Volunteering in an animal shelter in Castelletto
- Elected Captain of the Grazia Deledda U18 VOLLEY TEAM
- Study Abroad: JORDAN - HUMANISTIC - PHILOSOPHY
- Room El Catholic
- High School Diploma: Humanistic
- 06/1990
- Awarded: Making a difference
- Ranked in Top 10% of class
- Extracurricular Activities: Sports and Athletic Participation (SWIMMING - VOLLEYBALL COMPETITIONS)
- Community service: MEDINAH SOUK ZARQA WOMEN CENTER
- Elected Captain of both Sport teams (SWIMMING AND VOLLEYBALL)

- Cultivated relationships with corporate clients, generating new business opportunities in India.
- Secured optimal fares for flights, drivers, hotels, and accommodations for 3,000 attendees.

## **SENIOR ACCOUNT EXECUTIVE - HOSPITALITY MANAGER**

Parma FC | Jan 2010 - Jan 2015

- Directed relationships with local authorities to foster community engagement.
- Developed sponsorship strategies that maximized commercial growth opportunities.
- Constructed and managed contracts with sponsors, ensuring compliance and satisfaction.
- Organized training camps for first team during summer and winter, optimizing resource allocation.
- Coordinated workshops and events to enhance brand visibility and community involvement.
- Identified optimal accommodations and travel options based on prospect needs.
- Streamlined match day operations as Hospitality and Event Manager.
- Contributed to strategic decision-making processes as Lega Serie A Committee member.

## **Travel and Hospitality chief**

DOUBLE J TRAVEL | Jan 2000 - Jan 2005

- Drove growth by leveraging 28 years of expertise in marketing, sales, and business development.
- Facilitated strategic sales decisions through effective stakeholder engagement coordination.
- Enhanced business performance by collaborating with national and international sales managers.
- Managed groups of 100 to 2,000 individuals for business travel and incentive programs.
- Arranged domestic and international travel accommodations using Amadeus system, including airfare.

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## ***Languages***

Spanish:



Intermediate

B1

Arabic:



Intermediate

French:



Advanced

C1

Italian:



Proficient

English:

C2



Proficient

### ***Certifications***

- Amadeus Licence
- Technical director Licence for Hospitality
- Sport management and football player image rights certified

### ***Hobbies and interests***

- voluntary experience with animals and kids
- National U14 swimmer
- beachvolley player
- bachata dancer

### ***Driving licence***

- driving license