

# FABRIZIO GENTILE

Over 10 years of experience in the tourism and events sectors, with expertise in sales, business development, and account management. Recognized for the ability to build and manage an extensive client portfolio, fostering long-term professional relationships that contribute to sustained business growth. A results-driven approach and strong interpersonal skills have consistently supported the achievement and surpassing of revenue targets.



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+39 3403231848



Milan, Italy

## WORKING EXPERIENCE

### KEY ACCOUNT & SALES CONSULTANT

*Better Bookings • 06/2024 - Current • Milan, Italy*

- Scouted and established **strategic partnerships with DMCs and direct hotel partners** to create tailored offers for flash sales on the Better Bookings platform.
- Negotiated and developed customized agreements with partners, ensuring **high-quality, competitive deals** that contributed to achieving and **surpassing revenue targets**.
- Conducted market analysis to identify **new tourism destinations**, aligning offerings with customer demand and **emerging travel trends**.
- Attended **industry trade fairs** to strengthen client relationships, stay updated on market trends, and leverage **long-term professional connections** from previous roles to drive growth and collaboration.

### SR. BUSINESS DEV. & KEY ACCOUNT MANAGER

*Fever • 04/2022 - Current • Milan, Italy*

- Drove the launched most of Fever's **top-performing entertainment events** in Italy and Europe, **exceeding sales targets**.
- Led high-priority projects, managing end-to-end processes **from lead generation to contracting**, ensuring P&L alignment and delivering exceptional revenue and participant satisfaction outcomes.
- Developed **customized business proposals** for strategic partners, fostering strong relationships with C-level executives, driving growth, and expanding Fever's network.
- Scouted and contracted key venues across Italy and Europe, enabling the rollout of highly acclaimed entertainment events, while coordinating cross-departmental efforts and **adapting strategies based on competitor analysis and market trends**.

### SALES DIRECTOR

*Dokio • 08/2020 - 03/2022 • Milan, Italy*

- Pioneered and developed **Dokio's business operations in Italy**, securing foundational clients and establishing a strong foothold in the market.
- Spearheaded **client acquisition and strategic partnerships** in the Italian market, implementing tailored strategies to consistently meet and surpass **sales and revenue objectives**.

### CONTRACT MANAGER

*Secret Escapes - 22/2016 - 07/2020 • Milan, Italy*

- Managed strategic partnerships with tour operators and DMCs to foster mutually beneficial collaborations, conducting the whole contracting process from target identification to pricing negotiations, contract finalization, and results analysis.
- Secured competitive travel deals that enabled the company to achieve significant success in the Italian market, consistently surpassing revenue targets.
- Conducted in-depth competitor analysis within the travel market, delivering detailed reports and insights on industry trends to guide strategic decision-making.

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## TAILOR MADE TRAVEL CONSULTANT

*Prestige Tour • Mar 2015 – Oct 2016 • Rome, Italy*  
*I Viaggi dell’Elefante • Aug 2014 – Mar 2015 • Milan, Italy*

- Creating **customized travel itineraries** tailored to clients' preferences, including destinations, accommodations, transportation, activities, and attractions.
- **Coordinating and booking all travel arrangements** for seamless and well-organized experiences, **assisting clients** in managing their travel budgets while ensuring quality and value.
- Building **strong relationships with travel suppliers** to secure competitive rates and exclusive benefits.

## WORK & LEARN - EXPERIENCES ABROAD

- **CHILE** (Sep 2013 - Sep 2014): learning Spanish and working as receptionist in Santiago del Chile
- **GERMANY** (Oct 2011 - Dic 2011): Working as soccer player in Augsburg
- **AUSTRALIA** (Oct 2009 - Sep 2011) learning English and working in farms & restaurants

## EDUCATION AND CERTIFICATES

- **Fundamentals of digital marketing**  
Certification by Google | Apr 2020 – May 2020 |Milan, Italy
- **Sommelier course**  
3-levels course at AIS | Oct 2015 – Oct 2016| Milan, Italy
- **Barman & HACCP certificate**  
Flair Academy | Sept 2015 | Milan, Italy
- **Tourism management diploma**  
Up Level School of Management | Apr – Sep 2013 | Milan, Italy

## LANGUAGES

Italian (*mother tongue*)



English (C1)



Spanish (C1)



## SKILLS

- New markets development
- Sales Process Management
- Scouting, lead generation and negotiation
- Project Management
- Relationship Building and communication
- Team Collaboration and adaptability

## FREE TIME

- Sports lover
- Wine lover: almost sommelier
- Fantasy premier league addicted
- 6+ years crossfitter
- Lonely Planet collector
- Experienced traveller: 35+ countries visited in all continents