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[www.indochinaexplorers.com](http://www.indochinaexplorers.com)

# Peter Rambeck Andersen

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## PROFILE

Independent.

Startup, from 2008 to 2019 I ran own highly specialised inbound travel agency from Bangkok, Thailand,

### Vision in Motion:

In December 2008 I seized a marketing opportunity and started a new venture in Bangkok, Thailand. With own marketingbrand: 'Indochina Explorers', I converted my vision and businessplan into a range of specialised niche B2B travel inbound services, geographically covering destinations in Asia. I designed, created and marketed a comprehensive set of travel products and services from start to end.

### Results:

I achieved great success with professional clients globally in business areas as: Educational tours for college students, custom made itineraries and special experience programs, extensive cycling trips, group travel, multi country combinations, MICE ( Meetings, Incentives, Conference, Events ) and luxury travel.

### A short selection:

2009-2012 sole supplier for SAS ( Scandinavian Airlines ) Leisure in Thailand, Malaysia, Vietnam, China og Japan. // (SAS Leisure closed down in 2012.)  
Supplier of educational tours in Vietnam for China Experience (DK), Sports / Educational for Bundabashers (SA) in Thailand and Japan, Custom made programs for Voya Travel's (DK) premium travellers.  
Corporate Incentives for Crown og Champa group's chain of luxury resorts. ( Maldives )

## SKILLS

Working with people

### PRODUCT DEVELOPMENT:

Good understanding of segmented consumer needs and value creation.

### OPERATION MANAGEMENT

Both as a self-employed and Area Manager in charge of the overall operation, - large-scale operation as specialised niche, development of business areas, managing teams and suppliers.

### PROJECT MANAGEMENT

Rich experience from being part of many diverse projects.

Initiate projects with team planning and resource allocation.

As an initiator I'm used to work independently, able to drive a project and position myself in a key role whilst solemnly implementing a strategy with teams, and converting it into results

### CUSTOMER EXPERIENCE

The end user's experience of product and service has always been pivotal in development as implementation.

### DIGITIZED

Many years of commercial use and development of professional IT tools with supplementary studies.

## EMPLOYMENT

- 2008 -2019**      **Founder**  
Indochina Explorers
- Specialised inbound travel agency.  
Startup. A business model covering the 'Indochina' region was started in partnership with local agency S.I. Tours (1996) for Thailand, as well as a network of local partners in Vietnam, Malaysia, Laos, Cambodia, China and Japan.
- Under own marketing brand: Indochina Explorers, I contracted suppliers, product developed and marketed travel products and MICE services to travel agencies and corporations globally.  
As part of the business model I developed a supplier network with the capability for extensive cycling programs, Educational & sport programs, premium experiences and more to support my global clients.
- 1996 - 2007**      **Area Manager ( and more )**  
Thomas Cook Northern Europe.
- Prior to my startup I had an extensive career with Thomas Cook Northern Europe, which took me through a great deal of functions and business areas in Denmark as well as internationally.  
From handling ad planning large scale operations and leading teams in Thailand, Vietnam, Malaysia, India, Croatia, England, Egypt. -To tech project implementation as a strategic tool for HR capacity optimisation through a large organisation, Copenhagen.  
Holding various positions and managing different responsibilities over the period.  
Timeline: outline and specifications.

## EDUCATION

- 2018 - 19**      **UNIVERSITY OF COPENHAGEN**  
Computer science course: Programming and Problem Solving (PoP)  
Faculty of Science
- 2016 - 17**      **DATA SCIENCE & WEB DESIGN.**  
Coursera.org ( John Hopkins uni. & Uni. of London )  
8 MOOC Courses completed, part of 2 Specialisations
- 2008**      **EXECUTIVE MBA**  
ABAC, Assumption University, Bangkok.  
Fast track 7 months international MBA,
- 1998 - 2000**      **HD 1 DEL**  
Copenhagen Business School  
Graduate Diploma Business Administration, HD 1.
- 1996 - 98**      **MERKONOM I MARKSFØRING**  
Copenhagen Business College,  
Diploma, Niels Brok.

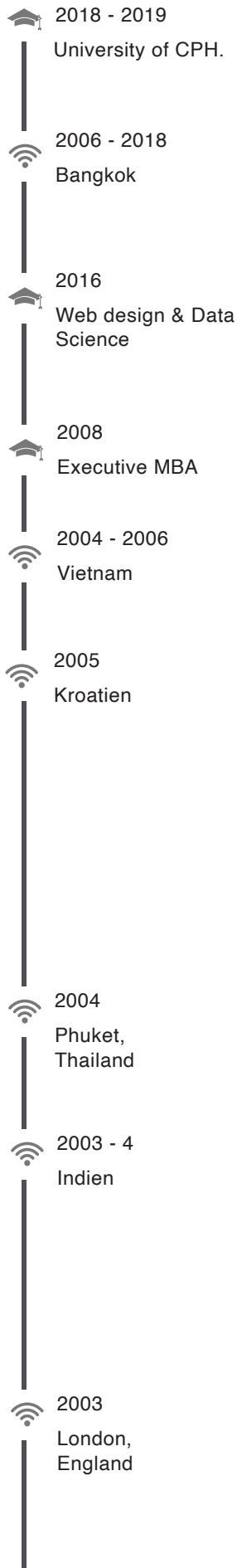
## LANGUAGES

- ENGLISH**      Profound.  
**DANISH**      Native.

## IT - SKILLS

- PHP**      Several years of experience with Wordpress CMS  
**HTML/CSS/JS**      Good understanding, Beginner to medium in coding.  
**ADOBE CC**      User experience.  
**OFFICE PACK**      Many years of user experience.

## TIMELINE



## EMPLOYMENT details 1/2.

2006 -8

Office manager, Regional.  
Thomas Cook Northern Europe, Bangkok.

Responsibilities:

Coordinating contracts, Charter & scheduled flight (FIT) operations, reservations and optimising overall inventory, cash flow analysis & partner relations in an extensive net of vendors in Thailand, Vietnam & Cambodia.

2004-2006

**Area Manager, Vietnam**

Thomas Cook Northern Europe, HCMC.

Orchestrating group travels and FIT's, overland from North -to South Vietnam in a network of local agents & hotel vendors.

Contracting, manage suppliers, optimise contracted inventory, sub-agents and cash-flow in all of Vietnam.

Responsibilities:

Local office set-up & daily operation, setting teams and performance, coordinating Scandinavian as local staff. Day to day operation, Quality management & reporting, HR performance, planning, budget, cash-flow, research & product development

2005

**Area Manager, Croatia & Montenegro**

Thomas Cook Northern Europe, Dubrovnik.

Posted in Croatia In between Vietnam seasons.

Handling charter flights from Scandinavia over a 5 months period covering the Dubrovnik area, from the island of Korcula to, and incl. Montenegro.

Vendor and hotel contracting, coordinating and managing teams of Scandinavian and local staff in a network of 3 different agents in 2 countries. Research and product development, business development, budget optimising, cash flow.

2004

**Operations Phuket, Thailand**

Thomas Cook Northern Europe, Phuket.

Substituting the Area Manager on a long leave period.

2003 - 4

**Operations India.**

Thomas Cook Northern Europe, Goa.

Substituting Area Manager.

Tasks ranged from day to day charter operations, managing teams (Scandinavian as local), cash flow, statistics & reporting to HQ & season planning, business development.

Project: Due to recession in the industry the flexibility of all human resources had to be optimised.

2003

**MICE mgr., London**

Thomas Cook Northern Europe, London

Responsibilities:

Implementing and handling & MICE activities for a new subdivision within the group consisting of German, Austrian & Swiss tour operators.

## TIMELINE



## EMPLOYMENT details. 2/2.

2002 -3	<p><b>Freelance, Kuala Lumpur, Malaysia</b> Thomas Cook Northern Europe / Mayflower</p> <p>Local projects for Mayflower: On ad hoc basis, I was representing MyTravel North-ern Europe ( as others ) in Kuala Lumpur.</p>
2002	<p><b>Regional Accounting Manager, Indochina</b> Thomas Cook Northern Europe, Phuket, Thailand</p> <p>Project: Covering the area of Malaysia, India, the Maldives and day to day operations in Phuket. As part of implementing a new strategy to centralise the overall management for the Asian region, i had to build up a team and an Asian centre in Phuket for all Thomas Cooks' operations incl. financing and budget controlling. I was to reengineer business -processes, -models and -relations to our many agents in Asia</p>
2001 -2	<p><b>Assisting the Egypt team</b> Thomas Cook Northern Europe, Hurghada, Egypt</p> <p>Responsibilities: I was called in for a three months period to Egypt. My task was to clear company accounts with our Egyptian co-operating agent and set up a new set of business routines for the upcoming high season operations. Though after the 11th of September incident in America the task changed objective and became to down-size a planned large scale operation without conflicting with our local relations.</p>
2001	<p><b>Assisting the Phuket team</b> Thomas Cook Northern Europe, Phuket, Thailand</p> <p>Operations assistance, Together with the Area Manager, setting up routines for the destination and training staff.</p>
2000 - 1	<p><b>Charter operations, Langkawi, Malaysia</b> Thomas Cook Northern Europe, Malaysia.</p> <p>Langkawi went from niche to large scale operation. Responsibilities: Thomas Cooks' operations in Malaysia and Singapore.</p>
1996 - 2000	<p><b>Group optimisation / Project mgr.</b> Thomas Cook Northern Europe, Copenhagen</p> <p>Strategic planning for Marketing Units, Scandinavia. Managing a team for early identification of possible salesbudget deviation with consequence calculation. Flight-Hotel-Volume optimisation according to sales, and optimising of discount budget in and out of campaign activities. Product development and marketing inputs for sales.</p> <p>Project: Implementing an advanced rerouting call allocating system in the Denmark organisation based on a search mechanism for optimising HR.</p>