## Career Objectives

I am ideally looking for a sales role that would encompass a National or Cluster Management Sales position within a successful, service-focussed company.

In particular, this role would allow me to utilise my extensive background in developing rapport amongst diverse business groups, whilst also allowing me to work in a dynamic, ever-changing industry.

I am a driven and proven performer whose greatest strength is team and client relationships, I have achieved team stability and harmony through specific management processes and have had vast experience in building and expanding teams. A big believer in face to face client contact underpinned by a desire to continue to learn, succeed and always develop

Much of my career has been in a sales role within the travel and hotel industries. I wish to utilise my skills to advance my career and to also ensure the company I work for benefits from my extensive experience and skills.

## Education/Qualifications

1. **Joint Winner and Member of 2005 Global Sales**

**and Revenue Team of the year**

**1997** Sabre GDS**,** Sydney

GDS Training

**1993** Galileo**,** Sydney

GDS Training

**1990** Train the Trainer**,** Mt Gravatt TAFE,Brisbane

Training Certificate

**1984** Fares and Ticketing 1 & 2**,** Sydney

Qantas

**Skills**

* Consistent high performer in sales roles and account management roles. Recently awarded Marriott Global Award for being a **Team Member of the Global Revenue and Sales Team of the year** **2005**
* Wide and extensive knowledge of the travel and hospitality industries
* Strong communicator able to communicate with clients and staff at a number of levels
* Highly motivated and self disciplined towards company and sales targets

**Interests**

* Aviation, Travelling
* Australian Football League (AFL) & Golf

**Sept 2020 – Current Residence Manager**

**Good Life Suites**

* Responsible for the running of this 72 room 5 star Self Contained apartment property
* Managing inhouse long term guests and weekly Corporate Guests
* Oversee HSK staff/Sales Support Coordinators/Contractors/Property Partners and Tradespersons
* Responsible for developing and rolling out new website
* Responsible for implementing new GDS partner in Travelclick
* Responsible for automating new portal for contractors and also new contracting system for guests
* Developed new logo for company and launching new collateral
* Greater involvement with industry partners to grow corporate business
* Developed relationship with News Corp to launch new digital marketing campaign
* During COVID Occ levels were sub 30%, now at 60%+ with weekly average rate showing 15%+ growth in past month
* Maintaining daily interaction with long term guests and corporates
* Reporting directly into the Owner/CEO

**Sept 2019 – Feb 2020 Head of Sales**

**(Voluntary Departure Doltone House**

**Due COVID)**

* Responsible for managing the corporate portfolio and a sales team of 21 across all 3 venues in Hyde Park/Jones Bay Wharf and Darling Island
* Total revenues expected at $30M+
* Particular emphasis on sporting events/incentives/finance and media portfolios
* These events can be from 50 to 900 in size
* Responsible for managing the largest of the corporate accounts in assistance with the sector sales partner
* Assisting in the development of the newest venue in Marconi where sporting and incentive groups will be integral in the development of this venue
* Assisting in the development of the catering arm of the business
* Reporting directly into the CEO/COO

**Jul 2012 – Sept 2019 Director of Sales and Marketing**

**The Grace Hotel**

* Responsible for management of the hotels total Sales and Marketing strategies in all portfolios
* Turnover in total revenue expected at $28M
* Oversees 9 staff in sales team both proactive and reactive
* Managed the entire consortia portfolio into the property including TMC’s such as AMEX/Helloworld/ATPI and FCM Travel
* Oversees development of corporate accounts such as CBA/Optus/Westpac/IAG/IBM/Telstra
* Reporting to GM and owners in KUL, the position also requires a large interaction with Revenue and Yield Management
* Required to manage the strategic direction of the property and to keep awareness up and to ensure ADR and Revenue targets are met
* Overseen growth of revenue within hotel to achieve highest Q3/Q4 2016 quarters in hotels history
* ADR growth in 2018 of $15.00
* C & E growth of $100K in 2018
* EBITDA result/growth in 2016 was highest in hotel history
* Local partnerships with City of SYD/Westfield/Merlin Entertainment
* Successful implementation of IDEAS RMS

**Jun 2008 – July 2012 Rendezvous Hospitality Group**

**VP Corporate Sales**

* Responsible for management of the company’s corporate and consortia portfolio and oversees the management of and development of property based accounts in Aust/NZ and Asia
* Account portfolio in 2011 exceeded $15M
* Oversees National Sales team including Manager, National Corporate Sales and BDM’s
* Managed the Choice Hotels/RHG relationship that included management and development of TMC’s such as AMEX/CWT/HRG and FCM Travel and year on year growth has been achieved of over 15%
* Development of 2nd tier TMC’s into potential preferred relationships ie TravelCorp/Traveledge/Concierge/World Travel Professionals/CTM
* Responsible for development and winning corporate accounts such as PWC/Eli Lilly/Woodside/Schlumberger/IBM
* Have met KPI’s each year in growing revenue/rooms on a National basis
* Attend tradeshows both corporate and consortia in Aust/NZ and Asia to maintain product awareness and develop sales leads
* Managed Rendezvous Hotels 2011 sales blitz that involved over 700 sales calls over 3 months in 12 cities and coordinated all sales team nationally to assist in this initiative, as a result over $1.5M in new business was sourced
* Organised and responsible for all sales blitz since 2009 in key cities incl NZ and Asia to promote brand **(media releases available)**
* Regular meetings with Directors MICE, Leisure, Distribution to ensure all portfolios are cross selling appropriately
* Oversee development of corporate portfolio at Marque Hotel SYD/Rendezvous Stafford Hotel SYD and Rendezvous AKL
* Management of RFP process and ensures a 50% conversion to preferred status is achieved
* Continual relationship building via face to face sales calls for key corporate clients
* Compiling and consolidating of Sales & Marketing End of Month Report
* Quarterly audit of current corporate accounts to ensure business is being maintained and growth is occurring
* Reporting into CEO

**Nov 2005 – Jun 2008 Mirvac Hotels and Resorts**

**Group Sales Manager – Corporate**

* Responsible for management of Mirvac hotels largest accounts including Nestle, News Ltd, Johnson & Johnson, IBM, BOC, PWC, CSR, Diageo, Cyberlynx, PBL, ABN AMRO, Ford, Deloitte
* I secured IBM, Ford, Deloitte during the course of the year, this represents 15000 room nights
* Responsible for management of FCM, AMEX and CWT. During this time 23% growth achieved with CWT, where Mirvac is now CWT’s largest supplier. 18% growth achieved with AMEX. Turnover now for our preferred consortia in excess of $9M
* This role also involves overseeing the management of these accounts at over 41 of Mirvac properties and also ensuring the sales team develop new opportunities with the clientele
* I am also required to tender for over 80% of Mirvacs major accounts during pricing season
* Retention and growth of Mirvac’s account base is crucial for the ongoing success of the hotel division

**July 2003 – Nov 2005 Mirvac Hotels and Resorts**

**Sydney Marriott Hotel**

**Senior Sales Manager**

* Responsible for Corporate Development of existing corporate accounts, including Telstra, Alcatel, Norske Skog & BOC Gases, also responsible for all Government, MICE and Entertainment business at property
* Acquisition of new accounts since starting including Rolls Royce, Phillips Fox, Ford, Thiess and Football Federation Australia
* Responsible for all client entertainment and familiarisations with corporate sector
* Management and development of national corporate accounts for Mirvac Hotels & Resorts Group Australia and New Zealand.
* Development of conferencing market for all hotels
* Management of leading consortia to ensure targets are met

**Aug 2002 – July 2003 Constellation Hotel Group**

**Account Manager Consortia/Inbound**

**Aug 2001 – Aug 2002 Stamford Hotels and Resorts**

**Business Development Manager**

**Jul 1999 – Aug 2001 National World Travel**

**QLD/NT State Sales Manager**

**May 1997 – Jul 1999 National World Travel**

**Corporate Travel Manager**

**May 1994 - May 1997 Harvey World Travel**

**Manager**

**Mar 1991 – May 1994 QLD Travel Academy**

**Travel Lecturer**

**Jun 1990 – Mar 1991 National Bank Travel, Sydney**

**Corporate Consultant**

**Mar 1987 – Jun 1990 National Bank Travel, Melbourne**

**Corporate Consultant**

**Apr 1981 – Mar 1987 World Travel Headquarters**

**Retail Consultant**

**Referees (Available on request)**