

Adam de Lancey

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Highly motivated, strategic and detail oriented individual with 5 years of international experience and a successful track record in sales, marketing, management and customer service.

WORK EXPERIENCE

Ecollective

Stockholm, Sweden

Product & Business Development Manager

July 2020-Present

- Providing solutions to the travel industry on how to create a worthwhile return on investment by developing their business with a sustainable focus
- Creating SEO content for the website and social media platforms
- Pitching consultancy estimates to businesses and government tourism boards around the world
- Keeping up to date with sustainability trends and adapting our products and services accordingly to ensure the best return on investment for our clients
- Recording webinars to create brand awareness and a halo effect within the industry

Indotrek (Trails of Indochina)

Ho Chi Minh City, Vietnam

General Manager

May 2019-May 2020

- Led the day to day management of Indotrek, focusing on account management, sales, business development, partner relationships, product development, marketing and communications, PR, financial forecasting and annual business planning.
- Regularly presented at board meetings with senior executives and group CEO.
- Managed six team members in their roles in sales, marketing and business development.
- Doubled the 2018 revenue in 2019 both in B2B and B2C sales.
- One of three members in the Trails of Indochina Sustainability Group, working together to promote sustainable travel across the international group.
- Created new adventure day and multi-day tours throughout Southeast Asia.
- Led and produced the Indotrek 2020 Business Plan and Budget, including all forecasted sales revenue and profit, operating expenditure and marketing plans.
- Led meetings at international trade shows and account management meetings, helping to double department revenue.
- Headed the creation of a new B2C website, brochures and digital marketing campaigns in both SEO and Google AdWords.

VIVID Travel

London, UK

Senior Travel Designer

October 2017-April 2019

- Company top salesperson 2017-2019 for B2C account management.
- Set up all product for China, Japan and many countries across South East Asia. This involved negotiating with suppliers, creating itineraries for the website and establishing contracts with new Destination Management Companies across Asia.
- Wrote website content for the English speaking markets
- Maintained a high level of feedback scores, with more than 90% of my clients giving me the highest rating.
- Assisted with the tendering process for countries throughout Asia.
- Trained and managed new members of staff in the sales and product processes

Audley Travel
China & Central Asia Specialist

London, UK
September 2015-October 2017

- Sell tailor-made, unique holidays to China, Kyrgyzstan and Uzbekistan that suit each individual client's needs and requirements, and manage multiple international accounts.
- Wrote content for the company website, newsletter and brochure with SEO in mind.
- 'Product Champion' for China, therefore being the go-to person across the company for all China product related issues.
- Consistently provide the best possible service, with more than 85% of clients rating my service as 'Excellent,' and being able to handle complaints professionally, therefore resulting in the best possible outcome.

EDUCATION

University of Birmingham
BSc International Business with Mandarin

Birmingham, UK
Sep 2011-June 2015

- Studied a variety of disciplines in the business world by electing modules such as International Management, Innovation & Global Business, alongside Business Accounting and Social Marketing.
- In Mandarin, I have been taught all aspects of the language: reading, writing, speaking, listening and grammar. During this time, I acquired such skills as negotiation and presenting in the language.
- Achieved 2:1 (Hons). 1st in Mandarin.

Beijing Language and Culture University
Chinese Language Course

Beijing, China
February-July 2015

- Development of my Mandarin skills
- Average mark of 80.

Fudan University
International Business

Shanghai, China
September-December 2014

- Modules in Foreign Business Investment, Entrepreneurial Development and Personal & Business Finance.
- Average mark of 81.

LANGUAGES, ACHIEVEMENTS AND INTERESTS

Languages: English – native, Swedish, Mandarin & French – conversational, Russian – beginner.

Sustainability: In Ho Chi Minh City, I joined sustainability group IMPACT Vietnam, a group made up of representatives in travel from all over the city, and organised events and incentives to promote sustainable travel in Vietnam

Organisation and volunteering: Having raised nearly £1000 for the educational charity Soft Power Education, I volunteered in Jinja, Uganda for 4 weeks. During this time I assisted teaching children at primary schools as well as children with special educational needs.

IT skills: Proficient and confident in using all Microsoft programmes. Strong knowledge in Sales Force and flight programmes Galileo, Amadeus and Aviate. Basic WordPress skills.