

Contato

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Principais competências

Vendas

Vendas e marketing internacional

Social CRM

Languages

Portuguese (Native or Bilingual)

English (Full Professional)

Spanish (Professional Working)

Ricardo Marques

Deputy Sales Director at Epic SANA Marquês 5* Hotel
Lisboa, Lisboa, Portugal

Resumo

16 years in the hospitality industry, with experience ranging from operations, f&b, housekeeping management, customer relationship management and sales & marketing, having been part of the opening of two 5 star Hotels in Lisbon and the Algarve. Have worked for international luxury Hotel chains such as The Four Seasons, Starwood and Marriott.

Specialities: Sales-analysis and implementation of activity & marketing plans in order to develop, control and optimize strategies for client acquisition

Experiência

SANA Hotels

Deputy Sales Director

fevereiro de 2020 - Present (3 meses)

Lisboa e Região, Portugal

Sublime Comporta Country House Retreat

Director of Sales

dezembro de 2018 - dezembro de 2019 (1 ano 1 mês)

Lisbon Area, Portugal

Under the supervision of the General Manager and the Hotel Administration, my main roles as Director of Sales were:

- Responsible for sales (all segments) and reservation departments;
- Responsible for the reopening and expansion strategy of the Hotel (now with 90 bedrooms) through the implementation of new sales & marketing strategies;
- Responsible for the implementation of new SOPs;
- Managing a team of 4 people;
- Responsible for the new implementation strategy for the Groups & Events department;
- Responsible for the implementation and development of the annual budget and Sales strategy plan;

- Responsible for developing and maintaining B2B and B2C relationships with key clients in order to generate business;
- Responsible for all markets with main responsibilities in the USA, Brazilian, UK, Spanish, French and Nordic Markets.

Marriott International

Account Director, MICE at Pine Cliffs, a Luxury Collection Resort
outubro de 2016 - janeiro de 2019 (2 anos 4 meses)

Portugal

Hotel overview:

Pine Cliffs is one of the most iconic Resorts in Europe, offering 669 accommodation units through 3 Luxury Collection Properties within the Resort.

Located in a central area of the lushly landscaped resort grounds, the impressive 2,184 sqm of conference facilities offer 13 elegant meeting rooms, which depending on arrangement may accommodate up to 600 people.

Main duties and responsibilities:

Under the supervision of the Director of Sales & Marketing, my main roles as an Account Director MICE are:

- To drive and to develop new and existing business to exceed the sales goals in line with the Resort business plan
- To be responsible for the Hotel's key markets within the MICE segment: UK, Germany, Spain, Benelux and USA
- To participate in the major trade shows of the industry in order to promote the Resort efficiently within the main Key markets and key players
- To develop and maintain relationships with Key clients to produce group and convention business, including room sales, F&B and banqueting services
- To develop and maintain a strong relationship with the Global Sales Office of Marriott International
- To conduct site inspections and Fam trips in the Resort in order to convert business and achieve the sales goals
- To achieve budgeted revenues and personal sales goals and maximize profitability
- To participate in the preparation of the annual department operating budget and business sales plan
- To create and implement sales plans within the geographical Key markets in order to drive and develop new business for the 3 Luxury Collection properties

- To produce monthly reports and sales forecasts to analyze the current business pipeline and new business opportunities
- To coordinate and monitor follow ups and activities of the Groups sales team
- To manage day-to-day sales activities in the MICE Sales department
- To identify operational problems that reduce the effectiveness of the sales team and implement appropriate solutions

SANA Hotels

4 anos

Sales Manager - M.I.C.E.

julho de 2015 - outubro de 2016 (1 ano 4 meses)

Lisboa e Região, Portugal

Hotel Myriad is an Award-winning 5* Luxury Hotel & Conference Center, voted as Europe's leading business hotel in 2015 according to World Travel awards.

Main duties & responsibilities as Sales Manager MICE:

Built rapport with clients, handled referrals, and handled incoming leads.

Exclusively managed strategic and key clients in the MICE segment.

Responsible for UK, Spain, Benelux and German market.

Managed Hotel group business to a variety of demands, prepared offers and negotiated terms ensuring profitability and best interest of the company.

Monitored and attended events and learnt all operation aspects of an event from lead contact to implementation.

Participated in the major trade shows of the industry in order to develop new and existing contacts within the MICE business

Supported the execution of the sales and marketing budget & plan under the supervision of the Director of Sales

Significantly increased sales and opened new areas of business in the MICE segment

Developed and maintained a strong relationship with the Sales Reps of the main Key markets

Sales Manager - Corporate

novembro de 2012 - julho de 2015 (2 anos 9 meses)

Lisboa e Região, Portugal

Hotel Myriad is an Award-winning 5* Luxury Hotel & Conference Center, voted as Europe's leading business hotel in 2015 according to World Travel awards.

Focused on national corporate business within Lisbon (City Centre and Parque das Nações) and the North of Portugal. Day to day support of client managed portfolio and prospecting accounts with potential on business travel. Optimization and support of existing key accounts and penetration of new potential business.

Responsible for managing the development, market penetration, and increasing sales performance of SANA Hotels independent planning and executing of sales drives, telemarketing and other sales promotion activities.

Tivoli Hotels & Resorts

3 anos 11 meses

Corporate Account Manager

novembro de 2010 - novembro de 2012 (2 anos 1 mês)

Responsible for the development and performance of all sales activities within the Corporate market. Provide leadership towards the achievement of maximum profitability and growth in line with company vision and values. Establish plans and strategies to expand the customer base in the marketing area.

Hotel Head Butler & Guest Relations

janeiro de 2009 - outubro de 2010 (1 ano 10 meses)

Hotel Ritz Four Seasons Lisboa

Floor Manager

janeiro de 2008 - dezembro de 2008 (1 ano)

Lisboa e Região, Portugal

Bournemouth Highcliff Marriott

F&B Associate (Chef de Rang)

janeiro de 2007 - setembro de 2007 (9 meses)

HMC - Hospitality Marketing Concepts
Sales Executive
janeiro de 2006 - dezembro de 2006 (1 ano)

Altis Hotels
Internship - F&B Manager Assistant / F&B Cost Control
setembro de 2005 - novembro de 2005 (3 meses)

VILA GALE, S.A.
Internship - Reception / Reservations
setembro de 2004 - novembro de 2004 (3 meses)

Hotel dos Navegadores
Internship - Reception
julho de 2003 - setembro de 2003 (3 meses)

Narest, Lda
Sales Executive
fevereiro de 2002 - dezembro de 2002 (11 meses)

Formação acadêmica

Escola de Hotelaria e Turismo do Algarve
Hospitality Management Graduation, graduação em Direcção
Hoteleira · (2010 - 2010)

Universidade Internacional
Hospitality Management Degree

Bournemouth Business School
Tourism & Hospitality Management