

NICHOLAS A. WRIGHT

With eighteen years of experience plus leadership roles in sales, partnerships & account management, distribution, marketing and hotel operations, I have an in-depth knowledge of what makes a successful organisation succeed.

Key skills

- Leadership roles in sales, account management and business development particularly around building, maintaining and driving commercially successful relationships across all areas of hotel operations
- A strong understanding of macro market dynamics and strategy implementation for global product success
- Ability to successfully collaborate, negotiate and communicate for mutually successful relationships with internal and external partners

Career history

Director of Sales - Asia, Frontdesk Anywhere; October 2015 to present

Key responsibilities:

- Establishing the first international office, hiring of local sales & support team
- Creating and driving brand awareness and leading the sales charge, whilst establishing a sales beachhead, into a competitive market
- Educating market on what cloud-based PMS' are and why they matter
- Identifying strategic opportunities and establishing relationships with 'influencer' individuals and industry-aligned businesses where there is overlap for referral and joint partnership benefits
- Directly reporting to the CEO and CTO on all operational matters for Asia Pacific plus sales, strategy and development opportunities
- Establishing and managing relationships with hotel partners, stakeholders and investors to ensure maximum ongoing engagement and support
- Plan, organise, present and deliver monthly Independent Hotel Academies as sales and learning experiences for hoteliers, with sales deliverables the key aim; already been delivered in Koh Samui, Bangkok and upcoming Pattaya
- Liaison and relationship engagement with Thai-based Frontdesk investor to ensure a close ongoing relationship and their financial support; this investor also operates in the boutique hotel sphere and I also provided them partnership and curation advice and product review of their first hotel investment

Hotel Partnerships Manager - Asia Pacific, Mr & Mrs Smith; August 2013 to August 2015

Key responsibilities:

- Research, identification and approach of target acquisition hotel partners and subject to approval of property (upon visiting) successfully negotiate and contract hotel on most favourable terms; including annual fees, commissions, net rates and the Smith Extra exclusive amenity
- Trip planning, logistics and confirmation in pre-stages strategy before a property and/or destination of multiple potential partners are visited
- On-boarding of new hotel partners, training and guided assistance during the process along with notification of Smith partners (Conde Nast, Amex etc) about new hotels to the collection

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- Account management and curation of existing hotel partnerships for 100 hotel partners - across Asia Pacific - stretching from Sri Lanka in the west to French Polynesia in the east; this includes ongoing business reviews and observation of revenue and production figures and advisement of business opportunities to grow and compliance with partnership agreement terms
- Facilitation of training with international Sales teams in Melbourne, London and New York offices and via Smith internal Hotel Support Team; also dually responsible for close collaboration with regional managers, marketing/editorial and sales for maximisation of exposure and solicitation of best-in-class tactical discount and/or value-add exclusive offers for marketing initiatives
- Management of the bi-annual renewal process, including prioritisation of commercially important partners and/or group renewal contracts, recontracting on enhanced terms and ensuring of the fee collection in line with partner obligations - also linked to this is individual reviews to ensure properties still meet brand compliance and advisement of properties if they no longer meet this needs and therefore will not be renewed
- Ongoing analysis of demand to ensure commercial prioritisation of those delivering and finding solutions to help those which underperform; including, but not limited to, ensuring greater room inventory, demand driven tacticals, moving hotels to automated commission and advisement on rates structures that could maximise opportunity
- Facilitation of a weekly Trading Meeting discussing business updates, obstacles, opportunities and performance of the Asia Pacific region; then sharing of this information with global directors and heads-of-department for awareness and actionable needs
- Representation and brand-ambassador for Smith at industry and partner-hosted events

Trading & Distribution Manager - Asia Pacific, Mr & Mrs Smith; August 2012-August 2013

Key responsibilities:

- Account management of existing hotel partnerships for 220+ hotel partners across Asia Pacific; this included ongoing business reviews and observation of revenue and production figures and advisement of business opportunities to grow and compliance with partnership agreement terms
- Ongoing analysis of demand to ensure commercial prioritisation of those delivering and finding solutions to help those which underperform; including, but not limited to, ensuring greater room inventory, demand driven tacticals, moving hotels to automated commission and advisement on rates structures that could maximise opportunity
- Close collaboration with regional managers, marketing/editorial and sales for design of campaigns and maximisation of exposure and solicitation of best-in-class tactical discount and/or value-add exclusive offers for marketing initiatives
- Facilitation of a weekly Trading Meeting discussing business updates, obstacles, opportunities and performance of the Asia Pacific region; then sharing of this information with global directors and heads-of-department for awareness and actionable needs

Booking Solutions Manager - Asia Pacific, Mr & Mrs Smith; July 2011 -August 2012

Key responsibilities:

- Primary operational contact for all 220+ Asia Pacific hotels and global sales team around booking-related matters and specific time-critical actionable needs
- Management of the hotel on-boarding and set-up process within the Smith extranet; ensuring data collection and rates configuration in line with business needs
- Ensuring of full hotel compliance with partnership obligations and warning or hotel deactivation where these are not being honoured

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- Solicitation and securing of best-in-class tactical discount and/or value-add exclusive offers for marketing initiatives
- Ongoing analysis of demand to ensure commercial prioritisation of those delivering and finding solutions to help those which underperform

Business Development Manager - Victoria, Oaks Hotels & Resorts; March 2010-June 2011

Key responsibilities:

- Representation to the Victorian market of Oaks 28-strong (at that time) hotel, resort and apartment portfolio across Australia, New Zealand and Mid-East
- Primary focus on securing volume contracts from the corporate/government market whose primary purchasing and contracting decisions were based in Victoria
- Ongoing account management of existing partners including the likes of Telstra, Victorian Government (Health and Justice departments), ANZ, NAB, Medibank and many other SME's
- Quarterly contract reviews to ensure secured contract rates are in line with volume expectations and revisit with account-holder where necessary
- Liaison, training, production update and representation of Oaks to corporate travel agencies, including CarlsonWagonlit, Amex, ETM and others

- Marketing Executive, Choice Hotels Australasia (Melbourne); October 2006-March 2009

Key responsibilities:

- Collaboration with the national and international sales, marketing and finance teams for preparation of specific targeted communication materials and PR
- Content updating of dedicated microsites to consortia and corporate markets
- Ownership of major relationship partners; including Qantas Frequent Flyer, American Express Rewards and community relationships
- Collaboration with suppliers and trade partners for product development

- Central Reservations Supervisor, Choice Hotels Australasia APAC Contact Centre; Nov 2004-Oct 2006

- Assistant Manager, The Albany Hotel (Melbourne); May-October 2004

- International Travel Consultant, Flight Centre Runaway Bay (Gold Coast); August 2003-March 2004

- Front office roles at Accor hotels and resorts in Sydney and Queensland Australia; prior

Education

Kenvale (Hotel) College Sydney; 1999-2001

- Advanced Diploma Tourism Management, and
- Advanced Diploma Hospitality Management

References are available on request

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