

Dynamic, versatile professional with expertise in multiple facets of operations management, business development, project management, and strategic sales approaches. Strong strategic insight, examining current procedures to identify pain points and opportunities for improvement, formulating innovative solutions designed to optimize productivity and efficiency. Outstanding interpersonal abilities, forming value-added relationships with internal and external stakeholders, delivering the highest quality service to clients, leading teams to produce quality outcomes, and collaborating across all levels of the organization to advance shared goals.

Areas of Expertise

- Strategic Planning & Analysis
- New Business Development
- Complex Project Management
- Sales & Revenue Optimisation
- Strategic Sales Initiatives
- Innovative Troubleshooting
- New Product Management
- Report Preparation & Analysis
- Team Building & Leadership
- Training & Mentoring
- Customer Service & Support
- Stakeholder Relationships

Professional Experience

MoneyGroup

2022- Current Position

Group Strategy & Enablement Manager

Provide valuable advice, support & collaborated with leaders from various functional areas, including commercial strategy, organizational strategy, and general corporate strategy, to achieve cross-functional objectives.

- Contribute to critical decisions concerning marketing, product/platform, and technology strategies.
- Foster collaboration with leaders to identify strategic market opportunities, develop research approaches & information systems, as deliver practical and timely insights that drive organizational growth.
- Engage in strategic transactions as MoneyHero Group continues to expand & strengthen its position as a market leader.

EnlightGarment Co., Ltd., Thailand

2016 – 2021

Project and Operations Director

Led a team of 8 persons in garment manufacturing and export for both B2C and wholesale clients. Oversaw online sales in SEA, US, and Japan, identified and negotiated favorable terms with suppliers and manufacturers.

- Boosted revenue through coordinating B2C and B2B sales, aggressive prospecting of wholesalers, and successful retention efforts through customer service.
- Achieved 100% foreign capital to launch a company in two physical locations in addition to an online presence.

Deepblu.com Inc., Taiwan

2017 – 2018

Director of Business Development

Facilitated launch of travel site for a diving community, serving as product and sales manager. Drove market penetration by leveraging a network of commercial partners including diving businesses, resorts, and live-aboard boating community. Led team of Business Development experts in delivering product excellence.

- Signed over 100 services and 50 partners by drawing on in-depth knowledge of products and services, illustrating value added opportunities for potential partners.
- Examined and analyzed market trends to recommend development of products and services.

Agoda.com HQ, Thailand

2015 – 2016

Operations & Marketing Development Manager

Provided leadership and direction for daily operations, managed two external providers. Ensured reliable benchmarking data by prioritizing workflow and monitoring 50M data points daily for quality and accuracy. Formed productive relationships with international technology providers and Product Owners to develop new SaaS features, create input, facilitate system changes, and convey updates to affected stakeholders.

- Implemented multiple system improvement projects based on analysis of market intelligence. Delivered cost savings of 30% by optimizing purchased data to increase impact.
- Drove market penetration & business development with formation community incorporating over 40 countries, supported, monitored pricing KPIs.

Accor Hotels, Global & APAC Headquarters

2009 – 2015

Success Enablement Manager for Asia Pacific, Sales & Distribution

Oversaw more than 50 key accounts & 4K regional accounts including sales and distributions teams, CRM, & sales contracting tools. Conducted regular evaluations of international sales to ensure accuracy of reported data serving as basis for executive decision making. Verified alignment with all regional & international regulations when administering KPIs.

- Propelled profitability by promoting subscription and renewal information to Salesforce CRM on over 700 hotels spanning 17 countries. Coordinated with top regional management in 13 sales offices to establish and review targets for sales teams.
- Ensured consistency of services by organizing regular professional development based on an assessment of training needs, reaching over 300 sales, marketing and distribution users via online WebEx. Promoted to Success Enablement Manager in recognition of strong contributions in Global Sales & Distribution.

Sales & Distribution Junior Project Manager, 2009 – 2011

Spearheaded application improvements and development, delivering four versions in 2.5 years through coordinating a user network of over 5000 users and leading both global training and central support. Facilitated effective internal communication by developing multiple tools including a bi-monthly newsletter, intranet, and corporate e-mail system.

- Enhanced effectiveness of sales teams by conveying process updates including RFP, reporting, & new offers through monthly online meetings. Optimized usage of internal contracting sales tool by promoting across 35 country sales offices.
- Improved sales impact by creating 17 online training support programs for teams worldwide. Streamlined multiple processes leading a team through project to update local tool to Salesforce CRM.

Education

Master of Science in Tourism & Hotel Management

CETIA / ISTHIA – Tourism & Hospitality Business School | Université Toulouse - Jean Jaurès, France

Master of Science in Innovation Management

IAE – Toulouse Business School, France

Bachelor of Management in Tourism & Hospitality

CEU & Alcala de Hénarés University, Spain

Online Professional Training

Photography Specialization, Michigan State University | 2020

Project Management, University of California Irvine | 2019

Hotel Management, Distribution, Revenue and Demand Management, ESSEC Business School | 2019

Certifications

Google, Search Advertising & Google Ads Display - Facebook, Social Media Marketing

Macquarie Graduate School of Management - [Change Management](#) – Salesforce Certificate, + [Trailhead 28 badges](#)

Language Proficiencies

Trilingual in: **Spanish** (10/10), **French** (8/10), English (8/10), with knowledge of Portuguese (6/10) and Thai (3/10)