
ATHINI MSONGELWA

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PROFESSIONAL PROFILE

Dynamic and results-driven professional with a proven track record of success in multiple industries. A strategic thinker with experience developing and implementing robust strategic plans to propel growth and ensure operational excellence. With a diverse background including AI and the travel industry, capable of driving success across various business domains. Possessing strategic vision, operational expertise, and experience utilizing data to solve workflow issues to deliver impactful results.

PROFESSIONAL EXPERIENCE

Travel Coordinator/Owner - African Travel Desk 07/2009 - Present

- Established and developed a successful travel company from inception, developing and implementing strategic plans to build a robust business model.
- Assemble and lead a dynamic team of professionals, fostering a collaborative and high-performing work environment dedicated to delivering exceptional service to clients.
- Introduce growth initiatives to expand the company's offerings, resulting in the successful establishment and management of a guesthouse in addition to the core travel services.
- Spearhead business development efforts to identify new opportunities and markets, effectively positioning the company for sustained growth and profitability.
- Oversee all aspects of operations, including customer relations, logistics, financial management, and marketing, ensuring seamless execution and delivery of services.

AI Business Consultant | Intern - eBerry 09/2022 - 03/2023

- Facilitated effective collaboration between business and technical teams, leveraging a deep understanding of both domains to bridge the gap and drive alignment towards common goals.
- Conducted comprehensive analysis and assessment of business processes and challenges, identifying opportunities where AI solutions could be strategically applied to generate value and drive business growth.
- Actively engaged in continuous learning and professional development, immersing in the study of data science and analytics to deepen my understanding of data-driven insights.
- Collaborated with cross-functional teams to gather requirements, define project scopes, and develop tailored AI solutions that address specific business needs and objectives.
- Assisted in the evaluation and selection of AI technologies and tools, leveraging industry best practices and market research to inform decision-making and ensure alignment with business objectives.
- Contributed to the development of AI strategies and roadmaps for clients, providing valuable insights on how to leverage AI to optimize operations and drive innovation.

Night Audit - Comfort Hotel Kista 10/2018 - 12/2021

- Oversaw the nightly audit process, ensuring accuracy and completeness in reconciling financial transactions and reports to maintain financial integrity and compliance.
 - Conducted thorough reconciliation of daily revenue reports and bookkeeping records, meticulously verifying all financial data to identify and rectify discrepancies in a timely manner.
 - Served as the most senior staff member on the property during the night shift, demonstrating leadership in overseeing operations and addressing any issues.
 - Implemented protocols and procedures to streamline the night audit process and enhance operational efficiency, optimize workflow and minimize errors.
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EDUCATION

BSc (Hons) International Business Management - Coventry University London	2025
Diploma in Artificial Intelligence Business Consulting - Hyper Island Stockholm	2023
BA in Hospitality Management (Incomplete) - Cape Town Hotel School Cape Town	2006

SKILLS

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| • Project Management | • Business Development | • Strategic Planning Business Dev |
| • Data Analysis And Visualisation | • Operations Management | • AI Consultation |
| • Strategy Implementation | • Staff Leadership | • Data-Driven Decision-Making |
| • Customer Service | • Tableau & Looker Studio | • Mews, Cenium, Fidelio, Squirrel |
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