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PROFESSIONAL SUMMARY

- Multilingual International MBA—expertise in the luxury travel, hospitality, spa, wellness, & entertainment industries
- Experienced in Management Consulting, Brand Management, Strategic Planning, Marketing, Customer Relationship Management, Concept Design, Business Development, Public Relations, Writing, Editing, Social Media
- Proven ability to operate and thrive in new business environments, meet tight deadlines, problem-solve, multi-task, design, implement, and manage multiple project plans that contribute to sustainable business development
- Skilled at promoting collaboration, communication, efficiency, trust, and results among international project teams

EXPERIENCE

INTERNATIONAL LUXURY MANAGEMENT CONSULTING

- Consultant for International Marketing, Brand Strategy & Quality Control** **SINGAPORE**
Salamander Lifestyle Spa Consultancy ([view portfolio](#)) & Spacare International January 2010 – present
- Led: - comprehensive benchmarking study of top (5-star) hotel and day spas in Singapore
- in-depth performance evaluations, quality assessments, mystery shopping, marketing, PR and brand strategy analyses for leading hotel and spa brands in Thailand & Singapore
- extensive brand comparative analysis of leading international luxury retail & professional product lines
*Recommendations were presented to and are currently being implemented by leading 5-star hotel and spa facilities in Singapore, the Maldives, Seychelles, Thailand and various locations throughout Southeast Asia.
 - Developed a Customer Relationship Management planning guide to assist clients in creating effective CRM plans.
 - Managed and developed relationships with key luxury hotel and spa equipment suppliers; built an electronic database of Standard Operating Equipment and Preferred Providers for FF&E selection and procurement.
 - Designed a branded SOP template that improved clarity and coherence of SOPs for hotel and spa staffs. Template is being used to design SOPs for staff training in all current and future projects.

- Project Manager (Consultant)** **ITALY, SWITZERLAND**
LaPaz Group ([view website](#)) & MCM Design Studio ([view website](#)) March 2009 – present
- Led: - conceptual development, operations needs assessment, and written proposal for a 5-star hotel, spa and wellness facility in Switzerland
- extensive brand comparison and competitive analyses for luxury hotel, spa, health club and other operators in consideration for facility operations
- comprehensive market & feasibility studies, competitive set analyses (involving ADR & REVPAR Occupancy analyses & assumption development), branding, marketing & PR strategy development for a boutique 5-star hotel and spa project in Colombia, South America
*Recommendations were executed in design, construction, strategic development & marketing plans for each project.
 - Managed global project teams, relationships with international tourism & travel organisations, and enabled communication in English, French, Italian, Spanish & German.
 - Responsible for generating and managing future sustainable business projects in luxury hospitality, spa, wellness, and tourism, which the company is using to build its strategic plan.

- Director, International Business Development & Marketing (Consultant)** **FRANCE, USA**
ASM Consulting ([view portfolio](#)) March 2009 – present
- Referred by the company's Founder & Senior Advisor to support the consulting activities of the above companies.
 - Oversaw marketing, PR & brand strategy development, staff training, and launch of a 4-star ski resort & spa in NY.
 - Selected as a lecturer for the 2009 Festival de Beauté et Bien-Être (Marrakech, Morocco) and 2009 European Spa Summits (Paris, France – Voted in the Top 5 Speakers).

MARKETING & SALES, BRAND STRATEGY

- Coordinator of Strategy & Planning for Marketing & Business Development** **Charlotte, NC, USA**
The R.J.L Companies - Bobcats Sports and Entertainment (NBA) 2007 - 2008
- Served as an internal consultant to senior management for several cross-functional, organization-wide projects.