

ID-64784 GUILLERMO

Sales & Contracting | Key Account Management | Strategic Partnerships



Madrid, ES



EXPERIENCE

Sales Representative | Sales Director

Smart Travel Planet | VOS Vision of Scandinavia

Dec 2016 – Ongoing Copenhagen | Madrid

- Developing a representation and consultancy brand to help Destination Management Companies to adapt their products and launch them in the Spanish, Portuguese and LATAM markets.
- Provide technical, strategic and sales support to Destination Management Companies such as VOS -Vision of Scandinavia- leader Inbound Tour Operator in Denmark, as their Sales Representative.
- Transfer specialized knowledge of tourism products, destinations and ethical values through training, sales and marketing actions offered to Travel Agencies, Tour Operators and DMC, strengthening and transforming the tourism industry with direct impact on local communities.
- Managing trade relations, search for Key Accounts, budget, educational trips, promotional events and presentations, research and reports, consultancy, strategic planning and innovation.

Sales & Operations Director

Servantrip Network

Dec 2017 – Dec 2019 Madrid

- Led a Travel Technology B2C Start-up transformation strategy into an innovative B2B company through successful and long-term deals.
- Headquarters management and departments coordination reporting directly to the CEO.
- In charge of building new business opportunities and only responsible of Key accounts; conferences and presentations, assistance to trade fairs, public relations, fostering win-win partnerships.

Thailand Country Manager

Indochina Strings Group

Nov 2016 – Sep 2017 Bangkok

- Launched and managed a boutique inbound operator based in Thailand.
- Development of a project focused on Spanish, Portuguese and mainly LATAM high-end markets, FIT and Groups specialised on sustainable tours and support to the local business.
- Full supervision of research, quotations, reservations, operations, contracting, HR, product, sales and marketing.

LIFE PHILOSOPHY

"You do not just keep watching how far we have go, let's be part of the change."

MOST PROUD OF



Inspiring my partners

Deals based on honesty and transparency to make Tourism a better way to do business



Learning constantly

It doesn't matter the field, every day is an opportunity to get more experience



Business growth

Proud of contributing to the success of all companies I have been working with



Manage teams

Reaching goals in a great environment through dynamic and efficient team working

STRENGTHS

Motivator & Leader

Hard-working

Persuasive

Proactive & Positive

Ambitious

Perfectionist

Wide experience

Negotiation

Destinations

Product & Marketing

Strategic Management



Contract Manager

Special Tours - Ávoris Travel

📅 Sep 2013 – Oct 2016 📍 Madrid

- Hotels and restaurants contracting of Europe (France & Scandinavia) for leading LATAM Groups Tour Operator. Negotiation with big hotel chains to get an important volume of business reaching Key agreements.
- Led a team (6 people), based on total excellence and focused on the high-demanding LATAM customer.
- Attendance to workshops, travel trade fairs; searching and keeping win-win business relationships.

Product Manager Europe, Africa & Asia

Tourmundial

📅 Oct 2004 – Aug 2013 📍 Madrid

- Negotiation with hoteliers and tourism suppliers; public relations with Tourism Boards. Marketing campaigns supervision. Searching for deals at workshops and fairs; destination and tourism infrastructures site inspection trips, presentations.
- Product Department and reservations team coordination. Catalogue development and production supervision encouraging innovative ways to offer our customers reliable products.
- Rate checks and competitor surveillance, research. Statistics management and follow-up. Tour leader on/Coordinator of educational trips for branches.

Booking Agent & Travel Consultant

Viajes El Corte Inglés

📅 Oct 2002 – Sep 2004 📍 Barcelona | Madrid

- Received intensive in-depth training as Corporate and Leisure Travel Consultant for the most important Travel Agency in Spain.
- Handling of reservation inquiries, service to more than 700 branches. Resolution of complaints. Design of tailor-made ethical tours and packages, focused on the protection of local cultures and environment.

A DAY OF MY LIFE

Going for a walk/running, to breath some fresh air

Resolving issues and giving my best to deliver an excellent service to my customers

Cooking Spanish omelette, pad thai or a delicious dessert to share with my family and friends

Spending quality time with my friends, figuring out ways to change the world

Showing my team how important is to work together with energy and get involved to reach our goals

Searching for new deals & building a business development strategy for my partners

Taking a look to my large Lonely Planet guides collection with a cup of rooibos tea

Sleeping and dreaming about my next destination. Maybe Central Asia? Or just a weekend getaway?



LANGUAGES

Spanish 🇪🇸 🇪🇸 🇪🇸 🇪🇸 🇪🇸

English 🇬🇧 🇬🇧 🇬🇧 🇬🇧 🇬🇧

Portuguese 🇵🇹 🇵🇹 🇵🇹 🇵🇹 🇵🇹

French 🇫🇷 🇫🇷 🇫🇷 🇫🇷 🇫🇷

German 🇩🇪 🇩🇪 🇩🇪 🇩🇪 🇩🇪

EDUCATION

Business Management Degree

Universidad Antonio de Nebrija

📅 2013 📍 Madrid

Tourism Degree

Universidad Antonio de Nebrija

📅 2012 📍 Madrid

Tourism Diploma

CEURA – U.N.E.D.

📅 2005 📍 Barcelona

ADDITIONAL TRAINING

Business English for Tourism

CRM

E-commerce

Sales & Marketing

Product & Destinations

Amadeus

MS Office

WordPress