

Director of Sales

Edwin JACQUES

Personal information

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Belgian, 34 years old, driver licence



Skills

Management & Organisation (3 years)

Management of a multidisciplinary team (sales/web/communication)
Implementation of reporting, guidance tools and working methods
Conducting corporate, sales and operational meetings

Sales & Marketing

Build and develop a portfolio of clients
Commercialisation of products and services
Advise - Negotiation - Sales (B2B, B2C)
Market study- Competitive study - Client analysis
Elaboration of sales strategy and pricing policy

Web

Website optimization (SEO - SEM, promotion, ergonomics)
Social media management
Emailing and newsletters campaign

Financial

Accounting
Establishment of a budget
Profitability/ risk management
Business plan

Tourism & Hospitality (8 years)

Market global knowledge (leisure - corporate - website)
Hotel commercialisation (> 4000 hotels)
Conducting a corporate travel policy
Creation, development of travel agencies and tour operators partnerships (FIT)
Online Travel Agencies expertise (Booking, Expedia, Lastminute,...)
Hotel tools knowledge (channel manager, booking engine, CRS, SBT,...)
Organisation of workshops, eductour - participation in international tradeshow
Participation in international flash sales campaign (Vente-Privée, Groupon,...)
Management of media campaign (radio, print, television, Internet)
Creation of communication & marketing tools (brochures, flyers,...)

Juridical

Corporation/Contracts/European laws

Language

French : native language
English : professional level
Dutch : school level

Computing

Software : OMP (optimization), SPSS (statistics), ASA (CRM), PROTEL (PMS)
Windows XP & 8 - Pack Office – image handling software

Work experience

- ★ **From Oct 2013: Manager, IFCCI, Indo French Chamber of Commerce, Mumbai, India**
Director, Astech - Systematic India Hub, Mumbai, India
Commercialisation of support services to French companies wishing to develop their business in India (and conversely)
Management of the sales team (6 people) : Mumbai – Delhi – Chennai – Bangalore
Revenue manager for 3 business centers in Mumbai, Delhi, Chennai
Responsible of the strategy and the business development
Astech – Systematic's clusters : 750 French companies, specialized in Aeronautic & Technology Innovation
- ★ **Dec 2011 / June 2013 (1 year and a half): Group Sales Director, NEWHOTEL, Paris, France**
Commercialisation of 12 hotels in France and Belgium (business & leisure). Global Group Turnover : €30 million
Management of a multidisciplinary team (8 people) : sales - webmarketing - communication
Global restructuring of the sales department and the company functioning
OLTA and key account management (*Smartbox, Transhotel, Gulliver,..*), Turnover's target : €18 million (portfolio)
- ★ **April 2007 / Dec 2011 (5 years): Business Manager, ACCOR headquarters, Paris**
Management and business development of 80 strategic account : LG, LVMH, Xerox, Logica, Samsung,..
Dedicated sales contact for accomodation (worldwide) / events (training, meeting, product launch,..)
Turnover's target: €5 million (accomodation), €6 million (event)
- ★ **Oct. 2006 / April 2007 (6 months): Receptionist, ACCOR, IBIS hotel, Paris**
- ★ **Oct. 2005 / Aug. 2006 (1 year): Sales Manager, ELEGANCE, Tour Operator, Paris**
Leisure segment : establishment of more than 350 partnerships with travel agencies – destination : Turkey, Dubai
- ★ **Jan. 2005 / June 2005 (6 months): Marketing Assistant, GODIVA International, Brussels, Belgium**
Market study (chocolate industry) and marketing strategy analysis

Education

- ★ **2003 / 2005: Master in Management (postgraduate degree), University of Namur, Belgium, distinction**
 - Thesis: « Researchers and company creation » (duration : 1 year)
 - Market study for the University (duration : 1 semester)
 - Virtual global enterprise management (duration : 1 year)
 - Novacial software presentation (CRM)
- ★ **1999 / 2003: Master in Physics, University of Namur, Belgium, distinction**
 - Thesis: « Positron emission in nuclear medicine (PET – SCAN) »

Hobbies

Sport : football, running, tennis

Others : travels