

Alejandro Díaz

Sales Manager

Experienced and self-motivated Sales Manager with nine years of working in travel & tourism industry, overseeing sales figures and new account development. A proven history of collaborative work with sales teams to achieve goals, to increase revenue gains, and improving the company's sales cycle. Strong abilities to obtain sales growth and developing strategies for customer retention.

PROFESSIONALS EXPERIENCE

Commercial Manager. Meeting Point Cuba

Sep 2021 - Present

Third parties agreement for FIT, Corporate, groups and MICE segments. Help to increase profits and products in the portfolio.

Controlling integrations with OTAs, bedbanks and maintaining bookable hotels for sale and room inventory.

Budget planning for current - next year and business plan.

Updated maintenance of CRM for clients and business partners.

Head of Sales Cuba Division. Meeting Point Hotels - Labranda Hotels & Resorts

Jan 2020 - Apr 2020

Analyzing competitors prices and offering aggressive rates to TTOOs.

Handling 1300 rooms, attending several standards and services.

Continuous measurement of the performance of tourist destinations (strengths and weaknesses)

Controlling and performing business deals.

Creating hotel availability reports from room inventory analysis.

Cluster Sales Manager Paradisus by Melia

Paradisus Los Cayos 5*

The Reserve by Paradisus 5*+

Royal Service by Paradisus 5*+

Mar 2017 - Dec 2019

Creating product definition for GDS.

Overseeing price differences among hotel services.

Forecasting customers and revenue.

Managing potential markets, specially Europe and America.

Improving RevPAR negotiating price.

Meliá Hotels Sales Coordinator. Cayo Santa María

Jan 2015 - Dec 2019

Coordinating sales managers operations.

Supporting and guiding sales team in terms of organization, practice and knowing-how.

Tailored attendance to groups and VIP clients.

Improving RevPAR negotiating price for hotel chain in destination.

Sales Manager Melia las Dunas

Aug 2014 - Mar 2017

Managing contract rates and offers for different markets.

Organizing product marketing program by analyzing opportunities from strengths.

Tailored attendance to groups and VIP clients.

Negotiating with incentive houses and event accounts, as well as FIT.

Data analysis and reports with assessments on markets.

Controlling room inventory.



CONTACT

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SOFTWARE

- Microsoft Office
- Power BI
- Amadeus Bistro Portal

SKILLS

Strategic Planning Abilities

Forecasting Sales Results

Meeting Sales Goals

Build Relationships

Communication Skills

Teamwork

LANGUAGES

English: Professional user

Spanish: Native

EDUCATION

Bachelor degree.

Mathematics Teacher.

ISP Felix Varela, 2007