

EDUARDO DE MAGALHAES

MARKETING & SALES



INFO



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Birthday 06.06.1980
Swiss / Brazilian
Married, 1 daughter

EDUCATION

2013 - 2014	Marketing EMBA HWZ - Zürich
2004 - 2007	Eidg. Hôtelier HF SSTH - Chur
2002 - 2003	Systems Engineering NTB Buchs (SG)
2000 - 2001	Information Technology UNIP, BR



MISSION STATEMENT

Polyglot, self-confident and convincing self-starter, who achieves targeted results with motivation & drive and places a strong focus on positive and transparent communication and convincingly radiates friendliness and trust.

A marketing EMBA and professional experience in various positions that require leadership, strategy and tactics.

Open to new thoughts, ideas and concepts and also a high degree of understanding of the customer, adaptability and recognition of underlying wishes targeting a satisfied customer.



PROFESSIONAL EXPERIENCE



SINCE JAN 2015

DIRECTOR OF BUSINESS DEVELOPMENT
TURICUM HOTEL MANAGEMENT GROUP

In 3 hotels responsible for:

- development and improvement of B2B and B2C products for individual, groups, events, leisure and business segments
- multichannel distribution & advertisement in all POS and every touchpoint in the customer journey
- employer branding
- project management with advertisement agencies and sponsoring partners
- leadership of the revenue, sales & MICE teams
- development, preparation, implementation, controlling and supervision of the business and marketing plans, sales, marketing and distribution strategies
- rollout, configuration & customisation of salesforce
- implementation of GDPR

Highlights: development of a new guest experience strategy, based on new technology with 2 main focus areas: operational efficiency improvement and guest experience augmentation | optimisation of costs and revues stream of online distribution channels | revamp of meeting & events brand



APR 2014 - DEC 2015

DIRECTOR OF SALES
KAMEHA GRAND ZURICH

- Managing, staffing and coaching a team of 7 employees
- responsible for development of all client segments for the opening of the hotel
- acquisition of all clients from an empty database profit budget: CHF 40MM
- calculating the profit budget for the different outlets of the hotel
- development and implementation of the pre-opening sales strategy
- planing and coordination of client events, trade show participation and activities for the entire hotel (Budget CHF 1.2MM)

LANGUAGES

Fluent German
 English
 Portuguese

Basic Spanish
 French

SKILLBOX

Programming MySQL, Oracle
 Perl, PHP, Python, VB
 Java, VBA

CMS Typo3, Wordpress
 Refinery, Concrete5

CRM SalesForce, Cobra
 HubSpot, Zoho

IT Mac & Windows, Office
 Adobe CS, Corel Suite

Online Social Media Marketing
 Google Suite Tools
 YouTube Marketing
 E-Mail Marketing
 GDPR

AUG 2011 - MAR 2014 **CARLSON-REZIDOR HOTEL GROUP**

Two positions in this corporation: Director of Sales at the Park Inn Zürich Airport and Assistant Director of Sales at the Radisson Blu Hotel Zürich Airport

APR 2013 - MAR 2014 **DIRECTOR OF SALES & MARKETING PARK INN ZÜRICH AIRPORT**

- Leader of sales & events Teams (4 employees)
- responsible for all segments (leisure, corporate, individual, groups)
- responsible for advertisement, PR, and marketing activities
- total key account management
- development of a new sales & marketing strategy and budget
- client events and activities (Budget CHF 950K)
- member of Carlson Rezidor European commission for the new CRM implementation (Salesforce)

Highlights: Development and implementation of a new structure and strategy, optimising client segmentation by shifting focus from leisure to business clients, thus achieving 15% RevPar increase in one year

AUG 2011 - MAR 2013 **DEPUTY DIRECTOR OF SALES RADISSON BLU HOTEL ZÜRICH AIRPORT**

- Leader of the sales team (6 employees)
- responsible for the pharmaceutical segment and key accounts portfolio
- development of new accounts in canton Basel, Great Britain and Americas
- development and implementation of sales & marketing strategy plan
- planing and coordination of client events, sales activities and fair trades (Budget CHF 1'380K)

Highlights: Acquisition 3 new key accounts (expected incremental revenue for 2013: CHF 898K/year) | Due to new strategy implemented in 2012 for SME accounts, incremental rev.: CHF 100K | member of Carlson Rezidor European commission for the new CRM implementation (salesforce)

OCT 2008 - JUL 2011 **ACCOR HOSPITALITY GROUP**

Two positions in this corporation: Front Office Manager at the Novotel Zurich Airport Messe and Sales & Account Manager at the Accor Sales Office Switzerland

NOV 2010 - JUL 2011 **FRONT OFFICE MANAGER NOVOTEL ZÜRICH AIRPORT MESSE**

- Leader of a 12-man team
- design and implementation of new front office SOPs
- Contributed to development of revenue and costs budget plan & forecast

Highlights: Increase of guest satisfaction from 69% to 92%, reduction of employee turnover from 46% to 8%.

○ OKT 2008 - OKT 2010 SALES & ACCOUNT MANAGER
ACCOR SALES OFFICE SWITZERLAND

- Customer relations with Accor clients (B2B)
- responsible for the northeast of Switzerland
- corporate strategy development.
- market research for the Novotel Zurich Airport Messe
- Development of the sales & marketing strategy plan

Highlights: acquisition of 2 new key accounts (revenue per account: over CHF 100K worldwide) | development of existing portfolio by CHF 200K year over year

○ 2009 - 2016 GUEST LECTURER
HTW - CHUR

Yearly class about business and cultural diversity in South America

○ 2005 - 2008 SEVERAL POSITIONS
5 STAR HOTELS IN ZURICH

Several Managerial and non managerial positions in front desk, food & beverage and events departments in hotels such as Baur au Lac and former. Sofitel Zürich

○ 1998 - 2000 WEB SOFTWARE DEVELOPER
WARP INTERNETWORKING

Development of Software in Perl, Java, C++ und PHP for integration of databases and web applications.

Ramismühle, May 2018