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| **Roger Bisschoff**  **Sales & Business Development Manager** | Email [rbisschoff@gmail.com](mailto:rbisschoff@gmail.com)  Phone number +39.3755597023  www.linkedin.com/in/rogerbisschoff |
| Summary  **Accomplished and prolific professional with extensive sales experience, leading and directing full spectrum of sales management and business intelligence processes to demonstrate operational excellence in hospitality. Driven with positive attitude, strategic thinker and decision maker good at providing leadership.** | |

Proven track record of developing sales objectives by forecasting and creating annual sales quotas for regions and territories, while projecting expected sales volumes and profit for existing and new products. Instrumental in sustaining sales volume by monitoring changing trends, economic indicators, competition and supply / demand. Skilled in identifying and implementing annual unit and gross-profit plans by executing marketing strategies and analyzing trends and results. Proficient in scrutinizing customer need and boosting customer satisfaction through effective CRM utilization. Excel at fostering and maintaining entrepreneurial growth culture throughout organization. Proven leadershipand management skills as capable team leader of international sales team, drive revenue and business growth in hospitality industry. Adept at endorsing recommendations on product development, distribution, and promotion strategies. Well-versed in spearheading sales, marketing, customer-service teams and with strong sales and negotiation skills in the hospitality sector.

Areas of Expertise

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| * P&L Management * Portfolio Management * Team Management & Leadership * New Business Development | * Sales Operations * Strategic Planning & Execution * Stakeholder Engagement * Client Relationships Management | * Revenue Generation * Multilingualism * Analytical acumen * Strong problem-solving skills |

Key Accomplishments

* Defined and championed sales and distribution strategy resulting in €15M revenue over four years.
* Increased annual trade by two folds from €9M to €18M within three years by directing and leading global team of key accounts in boosting occupancy and maximizing customer retention.
* Developed offshore representative office in Belgrade, Serbia to outsource talented sales key accounts for B2B Sales and B2C clients.
* Generated €1M revenue in one year by introducing, establishing, and implementing China-focused digital marketing strategy.
* Boosted up to 200% product growth and 25% expenditures savings by redefining operational department effectively.

Career Experience

**Halldis, Milan, Italy 01/2020 – Present**

Digital Marketing and Business Development Manager

Identified and established innovative business opportunities with digital initiatives involving local branding and lead generation through effective utilization of social media and content marketing. Collaborated with key business associates to inaugurate and implement digital marketing strategy across Chinese market. Managed WeChat and Weibo accounts; devoted Chinese market website with integrated booking engine and payment gateway. Executed advanced E-commerce flagship website to develop business in China. Established and synchronized advanced digital social media policy for Facebook, Instagram, and LinkedIn. Aligned inquiry and book flow from marketing to sales in order to interpret marketing ROI efficiently.

* Successfully Established China mainland hosted website with online bookable properties catered to Chinese outbound travelers.
* Formed digital marketing plan to attract Chinese visitors by using Chinese social media, Wechat, Weibo, Mafengwo, Little Red Book as well as Influencers – KOL, Baidu Search Engine Marketing, Search Engine Optimization, and content distribution.
* Tripled number of Chinese travelers in two years and generated incomes from prestigious clients.
* Developed solid link of associates in local vacation rental and online travel agency industry in China for business growth. With presentation skill by public speaking during several hospitality industry conferences.

Halldis, Milan, Italy 03/2013 – 01/2020

Head of Distribution

Clarified and followed advanced marketing tactic such as business mixture selection by conduct market research, whilst organizing diverse Online Travel Agencies and return streams. Conceptualized, planned and executed third party distribution department in 2013 for circulation of over 1.500 serviced apartment, homes and private villas on mediator platforms such as Booking.com, Agoda, Expedia, Airbnb, HomeAway, and a number of European vertical channels. Coordinated and settled solid relation among allies, specialists from media, and executive level officers to facilitate and improve business development.

* Achieved constant year over year revenue growth by monitoring competitiveness and optimize performance of over 1.500 serviced apartments, homes and villas on third party platforms by developing robust platform understanding as well as connectivity providers (booking systems and channel managers).
* Improved overall efficiency by collaboration and establishing talented and motivated team and interacting in Global vacation rental industry, online travelling agency world, and travel technology sector.
* Generated over €15M total revenue via distribution set-up and reduced distribution costs significantly year over year by utilizing strategic positioning.

Halldis, Milan, Italy 03/2012 - 03/2013

Head of Hospitality Sales

Led department of sales and strategic partnership. Coaching marketing and sales team in carrying exceptional outputs via lead generation. Collaborated with Marketing, Acquisitions, Finance and Client Satisfaction department to confirm sales targets and high-level customer satisfaction. Administered and renewed existing strategic partnerships and established new ones across designated markets by identifying new business opportunities. Developed and coordinate Sales office in Belgrade, Serbia. Managed office selection procedure, negotiations with landlords and service providers, and project management for preparation of chosen location. Steered significant efforts in assisting and mentoring of new affiliates by initiating and developing market by providing continuous facilitation and monitoring.

* Boosted up to 20% product saturation and delivered 15% annual revenue increment by coordinating with team of over 15 multicultural key account team in USA, Italy, France, Belgium, and Serbia.
* Energetically contributed in the promotion of host network in serviced apartments industry with aim to accelerate supply to grow our business portfolio.
* Influence by work ethic and interpersonal skills in launch and development of several products catering operators in vacation rental industry by implementing operational and marketing tools, such as property management system, online travel agency, and website creation tool.
* Sustained smooth operational flow by assisting with recruitment and coaching of new sales staff to create well motivated sales team.

Halldis, Milan, Italy 01/2009 – 03/2012

Operations and Acquisitions Manager

Spearheaded and monitored operational department for 400 high quality serviced apartments and residential homes. Gained technical knowledge when oversaw Milan property acquisitions, selection and negotiation, key account management property owners with keen focus on ensuring seamless operational flow and attaining key business objectives. Fast learner to implement revised accommodations selection and on-boarding strategy to optimize performance for stream lining. Redefined department; outsourced over 10-person auxiliary unit, implement tools for tracking, review and reporting of team / designated market and established client oriented welcoming staff. Monitored performance metrics and performance indicators / strategic goals aimed at enhancing operational efficacy and business development.

* Increased portfolio to over 400 high quality serviced apartments and homes by implementing best-in-class marketing and development strategies.
* Reduced over 20% operational costs and generated more than €100K in yearly savings.

Additional Experience

Sales Manager, Rentxpress, Milan, Italy

Sales Engineer, Plalloy MTD, Kerkrade, Netherlands

Education

Bachelor of Science in Process Technology at Hoge School Heerlen, The Netherlands

High School Diploma at Sancta Maria College Kerkrade, The Netherlands

**Languages** Dutch Native, English Proficient, Italian Proficient, German Proficient