

Anne Marie Enguix

Born 8 september 1961 in Paris  
-French nationality

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## PROFILE

- **French mother tongue, French & Spanish bilingual, fluent in English.**
  - **Tourism Consulting** specialising in strategic development in all aspects of destination management and tourism marketing.
  - **Tourism purchaser for 21 years**, a solid experience on project management for Nouvelles Frontières Tui Travel PLC, the french leading tourism corporation.
  - Specific areas of expertise **internet marketing and script** (XHTML, CSS, HTML 5) for Web 2.0
  - Proficient use of business and office software : OpenOffice, Ms Office.
  - Proficient use of multimedia software including **Dreamweaver, Photoshop**, Ms Publisher.
  - And more specific software as Cognos PowerPlay, computing and analyzing business and financial trends
- Ability to quickly and easily learn and use new software and hardware.

## WORK EXPERIENCE

### **2000 – 2009 Product Manager**

- Negotiation purchase and contracting of tourism services: inbounders, hotels, airlines and tour operators.
- Development and optimization of destinations portfolio: Latin America, Carribean, Thailand, Indonesia.
- Operational management in relation with other departments: yield management, sales and marketing, online, transport, accounting, customer services, legal dpt, PR, retail.
- Partnerships: Tourism Offices, Public Services.
- Promotional activities set up within distribution network: newsletters, workshops, roadshows, agent trainings, fam trips.

**- Hotels , Tours and dynamic packages assignments and implementations:**

Mexico: Handling of first financial involvement of Nouvelles Frontières group in Riviera Maya resort hotel - 2000

Mexico, Cuba: Implementation of first «Paladien» branded hotel within Riu resorts - 2002

Mexico, Costa Rica, Cuba, Thailand, Indonesia. Hotels and resorts prospection and contracting: Riu, Bahia Principe, Barcelo, Sandos, Melia, Best Western, All Seasons, Hilton...

Mexico, Cuba, Central and South America,

Dynamic packages implementations: flights, hotels, self drive, escorted touring.

Tours : Adventure, organized, hiking

### **1997 – 1999 Groups Production Manager**

- Negotiation, purchase and contracting of tourism services: inbounders, hotels, airlines and tour operators.

Mexico, Cuba, Central and South America, Australia, Malta, Spain, Tunisia, France, ski resorts-

- Promotional activities set up within Groups sales team: workshops, roadshows, agent trainings, fam trips.

### **1996 – 1994 Business Department Manager**

- Negotiation, purchase and contracting of travel services: inbounders, hotels, airlines and tour operators.

- Development and optimization of high yield clientele portfolio

- Sales team management

### **1992 – 1993 Business Travel Consultant**

Worldwide tailor made quotations and sales

### **1988 – 1991 Travel Agent**

### **PRINTEMPS VOYAGES**

**1984 – 1988 Travel Agent**

## **EDUCATION**

**AA TOURISM** BTS, Production and sales

Online sales and marketing

Web 2.0 for marketing

XHTML et CSS language

Dreamweaver, Photoshop

**Languages:** Fluent Spanish / English

**IT:** Windows suite, Apple, Cognos PowerPlay.

## **OTHER INTERESTS**

Travel, diving, sailing, IT, cooking, literature

References provided upon