



Arnaud, René , Louis Boivent

VP Commercial | Chief Commercial Officer | Deputy General Manager | Commercial Leader | Luxury & Lifestyle

Paris, France

[Portfolio file](#)

[View profile on Dweet](#)

Languages

English (Fluent)

German (Basic)

French (Native)

About

- Strategic leader in sales & marketing and for the Travel & Tourism and Luxury & Lifestyle industries, with an experience of more than 30 years for driving revenue growth and commercial performance in different segments and multiple international markets.
- Senior executive with 20 years' experience in various leadership positions. Proven track record of designing and executing strategies for complex commercial issues in multi-layer stakeholder environments.
- Deep understanding of markets, segments and customers trends & expectations combined with a dedicated passion for talent development and teams management
- Focused on communication with various key stakeholders including asset management and hotels ownership structures
- Culture change management and passionate about people and building high performing teams and assisting people in creating opportunities for themselves and their careers
- Dedicated hard worker with a real passion for sales, distribution and digital marketing with the concern of driving and optimizing revenue combined with financial and operational excellence.

INDUSTRY EXPERIENCE

- Hospitality (chain & independent networks)
- Luxury & Lifestyle
- Travel industry
- Event & Catering industry
- Food & beverage
- E-commerce technology

CORE COMPETENCIES:

Project Management (repositioning, new commercial organizations)
 Strong Relations with key stakeholders and Executive management teams
 Ability to drive financial planning & business units management
 Strategic sales plans to drive the commercial performance & the profitability mindset
 Excellent communication, organizational and planning skills
 Good knowledge and understanding of current trends in the travel, hospitality & distribution, & event industry
 Excellent team player
 Self-motivated with a positive and optimistic approach

Specialties: sales discipline, commercial leader, digital marketing, revenue management, distribution, strategy , innovation , key account management, leadership, business development, project management, problem solving, e-commerce, hotels pre-openings & rebranding, luxury & lifestyle marketing, client acquisition & loyalty, team management, cluster & regional organizations.

+ 33 6.21.06.84.60
 arnaud.boivent@yahoo.fr

BRANDS WORKED WITH

- Maison Lenôtre
- Marriott International
- Worldhotels
- Accor
- Sofitel
- Hôtel California Paris Champs-Elysées
- Hôtel Paris Marriott Opera Ambassador
- Relais Mercure Paris Bercy
- Destination Fontainebleau
- Coach Omnium
- Le Meridien Newport Beach
- KPMG Tourisme

Experience

● VP Sales & Business Development

Maison Lenôtre | Mar 2022 - Sep 2023



● Regional Director of Sales & Marketing

Marriott International | Jan 2011 - Dec 2021

Context :

Open the Paris cluster and create a new sales & marketing organization above property (45 people) including the majority of the hotels in Paris and Ile de France (17 hotels)

Missions :

- Strategic business leader for Sales & Marketing of the Paris Cluster, with overall P&L responsibility of a Paris portfolio (17 hotels), one Event Booking Center for Groups, 1 Area Reservations Sales Office for Transients covering also the French hotels, Marketing/Communication, and a Market Sales Proactive Team deployed for all the key segments
- Develop and manage all stakeholders relationships and regular communication, both internal and external
- Select, manage and proactively develop the Market Sales Teams
- Assist the property sales leaders with overall market strategy and day-to-day sales leadership
- Coordinate with Revenue Management teams to maximize business opportunities for each stakeholder - Responsible for the financial performance and market share of the hotels in the Paris market

Achievements :

- stable team turn-over the last 10 years
- regular growth of the total revenue generated within the sales & marketing organization (+ 3% average)



● Director of Sales UK & Ireland

Worldhotels | May 2009 - Dec 2010

Context :

Willing to get a new experience abroad on a new market with also a new team management, I have joined the Worldhotels group on the main key European source market which is the UK market

Missions :

- Deploy a state of the art sales force on the UK & Ireland markets and assume direct customer relationships management responsibility to achieve strategic regional and international objectives
- Plan and execute sales activities including sales missions, roadshows and trade shows
- Coordinate the interface with existing hotel members and assist on the recruitment of new member hotels
- Responsibility for the total revenue on all segments proactively covered on the assigned market
- Manage existing marketing partnerships and develop new ones, across the industry and particularly with new distribution partners

Achievements :

- regular growth of the Global Sales Office revenue generated (+10% average)
- 10 new affiliations over the whole period of this mission
- Innovative and high end customer events and activation generating a strong acquisition of new customers



● Director of Field Sales France

Accor | Sep 2007 - Dec 2008

Context and missions :

- Based in the Topline Head Office in France
- Member of the Executive Committee and Reports to the VP Sales ACCOR France
- Managing a team of 7 Regional and Niche Activity Director of Sales + a team of 70 sales people covering the French Market
- B2B target : national SME and Regional Accounts
- Creation and Launching of a Tele/Web Sales Department

Achievements :

- 2008 : 181 M€ (Business Groups and Individual clients)
- + 3% revenue growth Achievements :



- **Director of Inbound Sales France**

Accor | Sep 2006 - Sep 2007

Context and missions :

- Creation of the position and the Inbound Sales Department : target international source markets for the French multi-brand hotels portfolio (3 to 5 *)
- Management of a team of 8 people
- Clients target : business & leisure clients (Northern and Southern Europe, North America)

Achievements :

- 2007 total revenue : 10 M€ (100 % Objectives achieved).

- **Director of Corporate Sales Sofitel France**

Sofitel | Sep 2004 - Sep 2006

Context and missions :

- Creation and management of a team of 10 people ,selling the whole Sofitel France portfolio on the French market and the main international source markets
- Coaching of individual hotel properties : business reviews and action plan (24 hotels in France including 14 hotels in Paris at this period)

Achievements :

- + 20% total revenue vs Budget in 2004 and + 15% vs Budget in 2005

- **Key Account Sales Manager**

Sofitel | Nov 2002 - Aug 2004

Context and mission :

In charge of a portfolio of 21 pharmaceutical national accounts and of the US source market (Business Travel and MICE) for the main opening hotels from the Sofitel worldwide portfolio

Achievements : 8 M€ total revenue generated in 2002 and 9.5 M€ in 2003 across the whole opening hotels portfolio

- **Deputy Director of Sales**

Hôtel California Paris Champs-Élysées | Jan 2001 - Oct 2002

- **Sales Manager**

Hôtel California Paris Champs-Élysées | Jan 1998 - Dec 2000

- **Sales Manager Northern Europe**

Hôtel Paris Marriott Opera Ambassador | Jan 1997 - Dec 1997

- **Corporate Sales Executive**

Relais Mercure Paris Bercy | Jan 1996 - Dec 1996

- **MICE Sales Executive**

Destination Fontainebleau | Jan 1995 - Dec 1995

- **Head of Sales**

Coach Omnium | Jun 1993 - Dec 1994

- **Cost Control, Sales & Marketing assistant**

Le Meridien Newport Beach | Jan 1992 - Apr 1993

- **Junior Consultant**

KPMG Tourisme | Sep 1990 - Dec 1991



Education & Training

1987 - 1990 ● Paris School of Business
Master's degree,