



Katia Najjar

Business Development

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Languages

English (Fluent)

French (Fluent)

Arabic (Fluent)

About

13+work experience, 10 years in hotel management 4+ years self-employed (entrepreneur) Sales Expertise Business Development Launched own brand (in Dubai since 2011) and managed two own boutiques Hotel Management, Les Roches, Switzerland Sales Transformation Certification Certified in Customer Service Excellence

BRANDS WORKED WITH

Beirut Marriott

Home Bakery Llc

Hotel le Bristol

Hotels

Magazine

Marriott Champs Elysees

Poupette À la Plage

Experience

● Founder, Creative & Business Development Director

Poupette À la Plage | Sep 2022 - Dec 2022

Set up a local, UAE compliant trading LLC, then licensed to sell Poupette à la plage

- Sales Turnover of 120k per shop
- Opened 2 stores and expanded shop-in-shop presence in 15 hotels and high-end retail outlets
- Developed and fully executed Brand positioning and retail concept for Poupette à la plage
- Administered inventory software, planned monthly events to increase reach, build brand awareness and maximize sales
- Recruited Sales and Operations teams, developed their skills and supervised their progress and appraised their performance
- Designed a full portfolio, sourced suppliers and managed production & logistics

● Business Development-Canvas

Magazine | Mar 2022 - Dec 2022

Developed and generated new business via advertisement inserts secured a full year coverage

- Involvement in Women Networking groups to maximize new business opportunities

● Group Operation Manager-Convo

Hotels | Aug 2020 - Jun 2021

Pre-opening Convo 336: Select, hiring and train the appropriate profile

- Achieved the Budget in Covid Period by having long stayer guests and signing a yearly contract of 100K with companies that became strategic partner
- Customers Review on Booking.com from 8.8 to 9.2 rating
- Implement the SOP for 3 properties
- Managed the Budget for the 3 properties
- Source and Negotiate with the Suppliers
- Worked on Implementation of Convo 212 into automated
- Reduce Operation cost by 10% through better negotiation with supplier

● C&E Manager

Hotel le Bristol | Feb 2018 - May 2020

Managed day to day operations of the banquet facility

- Negotiated pricing including sales minimums and menu pricing
- Prepared the annual Budget, Monthly forecast update
- Exceeded the Target the first year by 10% and second year by 15%
- Effectively communicated and work closely with Banquet and operational department

● Business Consultant

Home Bakery Llc | Oct 2016 - Jun 2017

Established the HR functions in terms of policies and procedures

- Revised salaries to align with the Market thus reducing the cost
- Recruited of 23 employees for the opening of new cafés in Abu Dhabi and Dubai
- Streamlined the Onboarding
- Conducted training workshops in "Service Excellence" and "Leadership skills"

● **Director of Sales-Paris**

Marriott Champs Elysees | Jun 2000 - May 2022

Responsible of training, supervising and motivating the sales team to achieve aggressive sales targets

- Worked closely with the General Manager to determine appropriate sales strategies in all market segments towards maximising the hotel revenues in rooms and Banquets;
- Managed a team of 7 people

● **Sales Manager-Paris**

Marriott Champs Elysees | Mar 1997 - Jun 2000

Negotiated Corporate Group and Corporate Accounts- Participated in regional trade

- shows and fairs e.g. ATM, Dubai - Developed action plans for growth in target markets
- Followed up all sales leads quickly and efficiently
- Maintained on-going client communications via email, phone & in-person
- Developed sustainable business pipelines which led to new account acquisitions

● **Sales Manager**

Beirut Marriott | Oct 1995 - Mar 1997

Actively involved in the pre-opening and opening of the first international hotel in Lebanon

- Maintain active distribution in all primary markets -Following up all sales leads quickly and efficiently