

GILLES REPOUND

Zurich Based / Global Mobility ■ Telephone: +41 796 502 950

BUSINESS DEVELOPMENT EXECUTIVE

STRATEGIC MARKETING | TARGETED PUBLIC RELATIONS | CLIENT RELATIONS MANAGEMENT

Driving business and revenue growth in competitive luxury markets, leveraging extensive global network across tourism/travel, medical/health, hotel/VIP concierge and aviation/passenger sectors.

Exceptionally driven, forward-thinking and enterprising executive combining strong client focus and sharp business acumen with broad expertise across operations leadership, business development, sales & marketing, PR and client relations management. Adaptive, visionary leader with clear ability to analyse markets, quickly shift direction and steer positive change. Highly effective, inspirational people manager. Core competencies include:

- ▶ Strategy & Execution
- ▶ Global Market Expansion
- ▶ P&L / Resource Management
- ▶ Performance Improvement
- ▶ Product Positioning & Pricing
- ▶ Market & Competitor Analysis
- ▶ Customer Needs Analysis
- ▶ Key Account Management
- ▶ Team Leadership & Coaching

CAREER CHRONOLOGY

THE KUSNACHT PRACTICE / DOUBLE CHECK AG | ZURICH, SWITZERLAND | 09/2015–08/2017

Exclusive centre for addiction treatment, psychiatry and biomolecular restoration offering bespoke treatment plans in absolute confidentiality. Acquired Double Check (health check-ups & second opinions) in May, 2016.

HEAD OF BUSINESS DEVELOPMENT

TRAVEL: Bahrain, China, France, Germany, Israel, Italy, Kazakhstan, Kuwait, Oman, Qatar, Russia, Saudi Arabia, Singapore, Spain, United Arab Emirates, Ukraine, United Kingdom

Scope of Responsibility: Recruited to develop new business and manage client relations, marketing and public relations in the goal of positioning the practice as the world's leading treatment centre for psychological disorders. Additionally appointed to manage operations for Double Check during a 9-month period in absence of a CEO following acquisition, including HR, recruitment, finance, payroll, IT systems, partners and product pricing. Additionally manage all facets of sales, marketing and business development for Double Check on ongoing basis.

Relationship Management: Actively pursue new agents and partner companies using extensive personal network and contacts. Manage relationships with high-profile international clients from point of initial contact through to admission and after-care, notably handling a highly sensitive subject with utmost discretion. Built and maintain effective working relationships with internal clinic team and support staff to facilitate team approach to the client journey and experience. Established and maintain strong international network in target countries.

Marketing & PR Activities: Hired leading PR agencies in the Middle East and Russia. Manage attendance at medical conventions, health tourism fairs, UHNWI and private events to include budget planning and management. Manage corporate identity, online presence and social media. Partnered with leading hotels, corporate firms and private organisations in holding B2B events to increase brand awareness. Organise visits to the practice for potential partners and active referrals to include coordination of travel and accommodations.

Key Events: Speaker at PWC in Moscow and Prestel & Partner Family Office conference in Dubai. Attend annual B2B & B2C Swiss health events in Moscow, UKESAD conference in London, ITLM in Cannes, Russian UHNWI Forum in Marbella, and Luxury Travel Mart in Kiev, Almaty and Moscow.

KEY CONTRIBUTIONS

- ▶ Increased agents in Russia and CIS countries by 250%.
- ▶ Initiated and organised attendance at the Swiss-Arab Network
- ▶ Manage visits for new key partners including private banking VIP teams, family offices and embassies.

Welcomed new client admissions regularly
Expanded business by introducing a Preventive Medicine package together with Hotels
Generated new client bookings
Initiated innovative CRM system to effectively track, manage and report sales leads and key partners.

CAREER CHRONOLOGY CONTINUED

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ZURICH AIRPORT LTD. | SWITZERLAND | 09/2013–09/2015 (2-year mandate)

VIP service offering high standards of comfort to discerning passengers including limousine transfer to aircraft.

GROUP MARKETING MANAGER VIP SERVICE / AD INTERIM HEAD OF VIP SERVICE

TRAVEL: Azerbaijan, France, Russia

Scope of Responsibility: Appointed to manage and develop VIP service operations, notably using extensive global network to attract new B2B and B2C clients. After just 2 months, took over the role of Head of VIP Service with broader responsibility for overseeing VIP service operations; providing leadership to VIP service personnel; controlling operational & financial performance and resources, developing procedures and producing detailed reports; and ensuring compliance with stringent health, safety and security statutory requirements.

Marketing & PR Activities: Created strategic marketing plan, updated and managed marketing materials, attended luxury tourism events internationally to promote VIP service, outsourced public relations, built partnerships with four leading hotels in Zurich; and negotiated corporate rates and package deals.

KEY CONTRIBUTIONS

- ▶ Trained, coached and led VIP service team to deliver exemplary service.
- ▶ Outsourced non-value added tasks to enable staff to focus on customer service.
- ▶ Restructured service to accommodate increase in VIP arrivals for World Economic Forum in Davos.

Increased business by 20% within first year of tenure and by 30% during second year.

Organised 3 major events for Etihad and Volkswagen – delivering CHF 210,000 additional revenue.

Acknowledged by CEO for high level personal engagement in stepping up to replace Head of VIP Service.

DNATA (Formerly Jet Aviation Handling) | GENEVA & ZURICH, SWITZERLAND | 01/2007–09/2013

World's 4th largest supplier of combined air services offering aircraft ground handling, cargo, travel and in-flight catering services in 74 airports across 37 countries on 5 continents.

PASSENGER CARE MANAGER (2010–2013)

DUTY STATION MANAGER (2007–2010)

As Passenger Care Manager: Managed all facets of KPC service within Dnata with focus on driving continuous improvements to maximise productivity and service levels. Directed and supervised a team of 30 staff, notably leading team to deliver VIP service and building a new customer-focused team of baggage handlers and drivers.

- ▶ With minimal investment, redesigned service offering in order to establish a new Business and First Class lounge in alignment with the needs of VIP passengers.
- ▶ Produced strategic business plan and project-managed all phases of set-up and launch of unique VIP service, including creation of a website.

Transformed customer care by pioneering unique VIP passenger service 'Premium Geneva'.

As Duty Station Manager: Served as local operations manager for all airlines at Geneva airport encompassing resource management, customer service management and performance improvements. Conducted audits of all UK airlines in compliance with Jarops regulations and UK Dft. Served as load controller for British Airways with responsibility for administering key accounts and reporting on performance.

- ▶ As crisis manager & security coordinator, mitigated impact of grounded flights and stranded passengers in severe weather conditions by setting in place an emergency response team of 24/7 volunteers.
- ▶ Led entire DSM organisation for a 1-year period. Restructured operations and transformed performance by increasing efficiency, enhancing customer service, and improving billing accuracy.
- ▶ Retrained, coached and mentored 9 duty station managers to become accountable leaders.

Commended by airport director for outstanding performance in crisis management.

CAREER CHRONOLOGY CONTINUED

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SWISSPORT | GENEVA, SWITZERLAND | 01/2005–01/2007

Airport ground and cargo services handling 230 million passengers annually at 280 airports in 48 countries.

CHARTER MANAGER & SERVICE MANAGER

Scope of Responsibility: Defined service requirements in collaboration with airlines, managed seasonal charter operations, and provided audit support. Led, mentored and supervised a team of 40 staff handling check-in and gate operations, and hired, trained and oversaw 80 seasonal staff.

KEY CONTRIBUTIONS

- ▶ Presented a compelling business case to the board of directors without assistance from HR, resulting in gaining total autonomy in the decision making and management of team of charter staff.
- ▶ Transformed capability to manage shift rotations and staff contacts by initiating and introducing an Access-based software system, still in use today.

Achieved consistently high level customer satisfaction rates.

Produced considerable cost savings by conducting staff hiring and training internally.

ADDITIONAL EXPERIENCE

JUNIOR & TEEN CAMP www.jtcamp.ch | LAAX, SWITZERLAND | 2007–2017

International summer camp established in 1965 offering an enriching experience to 180 students from around the world through multiple diverse sports & activities, language courses, cultural events and excursions.

DIRECTOR (Family-Owned Business)

Conducted 40 marketing trips per year globally

Managed execution of strategic marketing plans, sales and business development strategies targeting clients and prospects worldwide. Led multi-channel marketing to include PR and website management to proactively reach potential customers with focus on UHNW parents in China, Middle East and Russia. Managed client relations, budgeting, product pricing, contracts, billing, invoicing and IT systems. Hired administrative support staff.

- ▶ Redesigned facilities, renamed the company, improved camp aesthetics and enhanced brand image to transform low-profile 'family' camp into a renowned international organisation.
- ▶ Within a competitive market sector, built a loyal customer and referral base founded on trust, which led to multiple repeat bookings. Forged lasting partnerships with key service providers.

Successfully positioned Junior & Teen Camp as a leading luxury summer camp.

Grew business by more than 20% to achieve full capacity every year.

During tenure, approached by Weisse Arena Group to develop sales in the Middle East based on extensive network of agents in the region. Combine annual marketing trips to the GCC region for Junior & Teen Camp to build brand awareness and increase sales of summer destinations at tourism industry fairs and events, notably increasing agent based by 30% and implementing strategy to establish official partnership with Etihad Airways.

ADDITIONAL INFORMATION

Languages

Native French | Fluent English | Intermediate German | Basic Spanish

Technical Skills

Proficient in MS Office Suite, BABS/Amadeus Basic; RTB (EY & OR); MAXX; SAP; PlanControl; RosterControl

Education

Tertiary Level Studies in Economics, Lemania School Lausanne, Switzerland

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