

Lidia MELE

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Sales Director - Marketing Customer Experience - Operations

French (Native) - English (Fluent) - Italian (Fluent)
Spanish (Basic), German (Notions) - Franco-Italian national



🏆 Key Competencies

- **Sales & Marketing Strategy:** Business development, client acquisition, brand visibility, luxury env.
- **Operations :** Handling daily operational activities in complex environments
- **Leadership & Management:** Multicultural team supervision, coaching & change management
- **Negotiation & Client Relations:** Strategic partnerships & service excellence
- **Digital & Transformation:** UX, digital marketing, CRM tools, multichannel campaigns

QUALIFICATIONS


- ESSEC MS Marketing Management - Paris La Défense
- DESS Gestion des industries du luxe et des métiers de l'art - University of Marne la Vallée (Management of Luxury industries: Strategy, Marketing, Budget management)
- Licence & Maîtrise d'Anglais - University of Paris XII (Equivalent to BA Degree & Master's Degree in English)

EMPLOYMENT HISTORY

January 2024 – to date **SELECTUS RECRUITMENT** - Paris - Recruitment / Personnel placement

↳ Sales Director France

- . Business Development / Operational Marketing
- . Project management for the founder
- . Coordination and Office Management of the different branches of the firm (France, London, Israel, Dubai)

January 2022 - September 2023 **AXIS MUNDI** – Paris, Expert in Health/Performance issues at work 

↳ Sales - Marketing & HR Director

- . Development of the Firm's notoriety through targeted Communication and Marketing actions
- . 'Multichannel' Sales prospecting : segmentation, animation, handling of the Customer base – Press Partnerships
- . Creation of a community on social networks and content adapted to prospecting
- . In charge of all recruitments

March 2020 – June 2021

KORIAN – Paris, First European Company of Nursing Homes



↳ Director of Customer Experience and Family Relations

- Implementation of service standards and trainings, across a network of 400 establishments ('Ehpad's', Clinics) for receptions, relationships with residents and families, conflict management, in an emotionally strong context
- Manager of a team dedicated to handling complaints and resolution strategies for all establishments in France (24,000 beds)
- Close collaboration with cross-functional services (Legal – Communication – Press - Hospitality) and Operations

2016 – January 2019

LUXAIR GROUP - LUXEMBOURG



National Airline and Tour Operator

↳ Vice-President Sales LuxairTours / In charge of Luxembourg, France, Belgium, Germany

- BtoB and BtoC sales for the 4 countries (1000 travel agencies, Call Centers, Charters, Groups, Back office)
- 'Multicanal' selling strategy / Negotiations / Contracts / Sales agreements with distributors / Press relations
- Marketing events, partnership with third parties to promote destinations (hotels, tourism offices, DMCs)
- Airline & Tour Operator destination strategy (decision on opening of new destinations)
- . Customer Relations : claim management, quality processes (hotels, transfers, personnel at destination)

Strengths :

- Ability to develop a vision for growth and to lead people towards that vision
- Excellent knowledge of airlines and tourism industry / Outstanding communication skills / Multicultural
- Strategy : Preparation and implementation of action plans based on defined KPIs
- Deep Passion for the Customer ('Customer Centric'), Quality Control experience
- High level of integrity and deliver on the promise / Accurate – Dedicated – Reliable – Energetic

Tour Operator – Luxury Travel
↳ Vice-President Head of Sales and Distribution (2012 – 2015), and MBO member (2016)
Expertise :

- Tourism in a luxury environment
- Negotiations skills : BtoB and BtoC sales
- Sales forecasting, expense control to meet budget
- Team Management
- New Account Development / Strategic vision
- Communication (multi-lingual)
- Sales, Marketing, Customer Relations & Quality
- Develop profitability based on KPIs (ROI)
- Analyze sales performance statistics
- Monitor revenue performance of key accounts
- Organize key exhibitions for brand coverage
- Relationship Building

Achievements :

- Ranked as #1 Best Sales Team and #1 Best Customer Relations Service, both departments under my Supervision (Achieved sales goals of 125 000 000 € in a very difficult and competitive context)
- Reduced consistently expenses by reorganizing the Sales Department and initiating new sales methods
- Negotiated the best possible terms and conditions with distributors and hotels
- Maximized revenue by selling all facet of the tour operator services to current and potential clients
- Maintained contact with all customers and providers (hotels, boats, DMCs) in the international market area to ensure high levels of customer satisfaction

↳ Kuoni Quality Control & Operations Director, in charge of Corporate Responsibility (2007 - 2012)

- In charge of the Customer Relations Dept + 6 operational depts (team of 85: Legal/Insured + service claims, Visas, *Tour guides*, Airport Agents, Travel documents, Changes to bookings, On-call crisis situations, Staff Representation)
- Responsible for Quality trainings
- Quality checks of hotels all over the world, related to customers comments, followed by reports to internal depts for quality improvement and negotiations of contracts with DMCs.
- In charge of Corporate Responsibility (coop. with local and international charities for tangible actions)

Feb 2004 – August 2007
PIERRE & VACANCES, Paris - French holiday rentals market

↳ Quality and Customer Relations Manager

- In charge of Quality Control, Quality Trainings and Quality Chart for each brand within the group : Pierre & Vacances, Maeva, Résidences MGM, Hôtels Latitudes, Pierre & Vacances City
Preparation of reports for the management team
- Project manager for 'on line questionnaire' ('paper' surveys distributed to customers replaced by surveys distributed on line via the Internet) : researched the most suitable provider for the project, negotiated the contract, acted as the interface with IT management, initiated the marketing process
- Writing of marketing briefs for client studies. Highlighting market trends to management
- In charge of the Customer Relations Department, of all 'high risk' portfolios and legal cases



Mar 1989 – August 2003
AMERICAN AIRLINES, Paris
↳ Jan 1998 – Aug 2003 Customer Relations Manager, for France, Belgium & Italy (Promotion)

- Managing a team of Customer Relations Representatives : recruitment, training, evaluations of quality/quantity performance, development, effective communication, motivation/recognition
- Managing lawsuits regarding the quality of service provided (investigations, compensation claims and constant internal audits for improving the service). Working closely with lawyers on Litigation cases
- Developing customer loyalty / Communicating verbally and in writing in both French, English & Italian

From Jan 1998 to July 2000 : this position required to work closely with the **Marketing Dept** : selection & organisation of events connected to the promotion of sales + Translation and creation of documents intended for publication

↳ May 1990 – Jan 1998 Airport Supervisor, Orly (Promotion)

- Responsible for 'on time' departures : coordination of teams on the ramp (Sapser, fret, security, caterers, cleaners & crews with American Airlines' agents duties)
- Management of flights and teams at the gate and check in. Trained new recruits
- Management of 'crisis' situation : delays, cancellations, intermediate landings

↳ Mar 1989 – Apr 1990 Airport agent and Assistant of the International Security Coordinator (Promotion)

- CV Selection, bilingual interviews with candidates & whole recruitment process / Preparation of security service reports for London and Dallas offices / Application of security procedures relating to international terrorism