

FRANCESCA LA POLLA

OBJECTIVE

Deeply passionate about the Tourism industry, travel addicted with a strong interest in Sustainable Community Tourism. Worked within different sectors of the Travel Industry from Hotel Chains, Destination Management Companies, Airlines, OTA's & SaaS Providers between Italy and Ireland where I graduated in Hospitality Services Management and Sales Management. I am a curious and enthusiastic professional open to share experiences and enjoying to exchange views within my network.

SKILLS & ABILITIES

Hospitality Industry, Online Travel, Sustainable Tourism, Revenue Analysis, Sales.

PROFESSIONAL EXPERIENCES

Field Sales Executive TripAdvisor Experiences
Rome (Italy) Home Based

Feb 2019 – Present

Responsibilities:

- Manage designated pipeline, negotiate terms, including rates and margins, close new business
- Consultatively position Experiences distribution platform and value proposition
- Engage with prospective customers appropriately to their needs
- Effectively and professionally represent TripAdvisor Experiences platform and brand
- Collaborate with sales operations, supplier support and account management teams to ensure a smooth and efficient sales and support cycle for our Partners
- Engage with destination marketing organizations and trade groups to win customers satisfaction
- Represent TripAdvisor Experiences at trade events and regional speaking engagements

I am the Top Seller globally for 2019 at TripAdvisor Experiences, on over 29 Sales Executives across the globe.

Always over 200% of my monthly target, brought relevant partnerships throughout Italian attractions and suppliers, including the Vatican Museums.

International Sales Account Manager, WuBook.net

Sept 2017 – Feb 2019

Pesaro (Italy) & Barcelona (Spain)

Responsible for the retention, growth, of the B2B portfolio and the development of international markets in terms of penetration and customer satisfaction.

Supporting the growth of our brand with OTAs, local tourism entities, trade associations, with focus on promoting all our product suite (Booking Engine, Channel Manager, PMS, Rate Checker, Founts).

The aim is to place WuBook as a reliable, tech advanced SaaS that supports the development of the commercial distribution of its partners through an optimization of their direct booking engine, smoothing internal operations thanks to our user friendly PMS, facilitating an effective visibility strategy on the different online booking portals.

In my role, for our clients, I am both a revenue consultant for setting up pricing strategies, promos and packages and the point of communication with developers / project managers to suggest and plan improvements both in technological and commercial terms; I represent WuBook at industry Trade Shows and Conferences.

WuBook is a SaaS company that offers a complete technological solution for hoteliers, offering an innovative multi-widget booking engine, a functional PMS and one of the most powerful Channel Managers with over 35k+ connected channels across all major OTAs including Booking.com (we are Premium Partner), Expedia, HotelBeds, HRS, Airbnb, and much more.

Co-Founder of the Italian Hostels Network

June 2017 - Present

I am the Co-founder of the Italian Hostels Network, a brand new network that aims to connect Italian Hostels and to create "Hostels Awareness & Innovations".
In charge of networking marketing in the hostels industry to facilitate best practices and revenue optimization.

Account Manager - Bologna & Romagna Region, Booking.com

January 2015 – June 2017

Rimini, Italy

As Account Manager I was responsible for hotels performance in my area. I managed and supported the acquisition of new hotel partners and I created quantity and quality reports on results and market trends.
In my role I was the point of contact for hotels regarding how they can optimize visibility and revenue through the Booking.com/affiliate partners system. My aim was to constantly improve availability and supply in order to support and meet the demands of the visitors on the Booking.com website while having an efficient consultative approach with Hotel Partners. Hosting workshops, participation at trade events.

Booking Cares Connector for South EMEA, Booking.com

January 2015 – June 2017

Rimini, Italy

With the side role of Cares Connector I supported "Booking Cares" (www.bookingcares.com), Corporate Social Responsibility program of Booking.com with a focus on employee volunteer program dedicated to Destination Improvement through Sustainable Tourism.

Responsible for: supporting the CRS Program Booking Cares for Booking.com, assisting in identifying projects initiators, review of projects proposed by different teams in South EMEA, ensuring smooth communication internally in relation to the program, supporting the Booking Cares Team in the headquarter in Amsterdam, being a representative/spokesperson for Booking Cares.

Revenue Specialist & Sr Market Associate Italy South Cities & Resorts, Expedia Inc.

July 2011 – November 2014

Rome, Italy

Working in the Expedia Headquarters in Rome, key responsibilities of the Expedia Revenue Specialist are to grow the revenue in their markets by working on initiatives to ensure competitiveness of Expedia's hotel inventory.
Developing relationships working with revenue managers at key partner properties to resolve daily rate issues, secure additional inventory over compression periods, and lead ad-hoc projects to improve product competitiveness.
The role evolved into the Senior Market Associate position, responsible for maximizing revenues for both Expedia Inc. & key/top producer hotel partners in the region of Southern Italy Resorts.

Sr Business Development Executive (Italy - Spain - EIRE & UK), Hostelworld Group

May 2010 – July 2011

Dublin, Ireland

Responsible for identifying, contracting and activating quality new properties on Hostelworld.com and partner sites.
Coordinating & implementing training, sales and strategic marketing activities as team leader within the Property team; identifying affiliation/partnership opportunities; providing online support for existing properties; monitor availability and pricing issues; participation at trade fairs and sales trips.

Account Executive (Italy), Hostelworld Group

August 2009 – May 2010

Dublin, Ireland

Responsible for activating quality new properties on Hostelworld.com and partner sites, providing training and online support for existing properties; monitoring reviews/availability and pricing issues; participation at sales trips & visiting trips (top accounts).

Senior Front of House Executive, Hilton Worldwide – Conrad 5* Luxury Hotel

September 2006 – August 2009

Dublin, Ireland

Administration of the daily Front Office operations, providing a high level of customer service in order to meet the Hilton 5* standards at all times. In charge of switchboard and reservations, maximizing sales through up selling rooms and cross selling within the C&E/ F&B departments.

Airport Ground Operations Agent , Ryanair LTD

May 2004 – February 2006

Dublin, Ireland

Responsible for the Ryanair Courtesy Desk in the boarding area, assisting inbound and outbound passengers, rerouting disrupted passengers and offering flight alternatives during disruptions. Responsible for check in procedure, ensuring visa requirements and health & safety in the boarding/ check in area.

Reservation Sales - Front Office, Prince House Hotels - Tourvisa Italia Tour Operator Rome, Italy
Incoming Hotel Contacts Coordinator, Carrani Tours - Italian DMC since 1925 Rome, Italy

2003

2001 - 2003

EDUCATION

2015 – 2016	Diploma in Digital Marketing (CPD Cert), Distinction, Shaw Academy Dublin
2010 – 2011	Diploma in Selling & Sales Management, Distinction, Dublin Business School
2007 – 2009	Degree in Hospitality Services Management, Distinction, Dublin Institute Of Technology
1998-2003	High School, Diploma in Tourism and Travel Services Management, ITT Marco Polo Rome, Italy
Languages	Italian - mother tongue English.- fluent Spanish – upper level
Technical Skills	European computer driving license Certification ECDL Able to use different PMS: Fidelio, Hilton OnQ, BackpackOnline, ZaK Able to use different OTA's Extranets, CRM (Salesforce), WuBook Channel Manager, Zen Desk, Concur, BlueJeans,Workday,etc Driving License B.

VOLUNTEER EXPERIENCES

- Rimini Province Representative for AIDO, Italian association of organs donors
- Event Organizer for Rimini Language Exchange Community
- Booking Cares Project Owner "Rimini free walking Tours" in collaboration with Bologna University, Faculty of International Tourism Management
- Booking Cares Project Initiator for the preservation of the Conca Oasis (Rimini) together with WWF
- Green Ambassador for sustainable Offices practices at Booking.com Rimini Office
- Project Manager for Bed & Care an innovative startup which operates in accessible travel in Italy & abroad. Within my role I supported the development of the company strategy trying to analyze priorities and opportunities.
- Volunteers Coordinator for IT.A.CA Festival, In charge of coordinating, managing, all volunteers for IT.A.CA - the Responsible Tourism Festival in Rimini from 16th till 24th of September.

