

VERONIQUE DEBLOIS

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Key marketing, business development and sales roles with premier travel, hospitality and technology corporations.

KEY COMPETENCIES

Branding & Loyalty Marketing – Expert in development / execution of innovative products, promotions and programs to differentiate the brand and increase customer adoption and retention.

Digital and Loyalty Marketing – Skilled in design and launch of B2B / B2C websites, e-marketing programs and social media campaigns.

Partnership Development – Career of success identifying, signing and creating win-win solutions with a full range of business partners, from small businesses, start-ups to Fortune 100 enterprises in the travel, hospitality, tech and lead generation spaces.

Sales Prospecting – Proven ability to solicit new customers, sell the offering and close the deal.

PROFESSIONAL EXPERIENCE

HILTON, Virtual Office

Feb 2017 – Present

Senior Director, Global Partnerships (March 2023 - Present)

Promoted to further develop Hilton's long-term commercial strategy within key B2B channels. Continue to represent Hilton with industry associations. Prior role responsibilities continue. Won *Circle of Excellence Award* in 2023 for top sales and account management achievements.

- Strategy Development - enhance Hilton's consortia, TMC and host agency channel strategy to ensure long-term benefit to the enterprise – surpassing \$1.2B sales goals by 20% resulting in being awarded the Circle of Excellence prize for 2023.
- Partnership Marketing – provide direction for the team regarding partner marketing and engagement plans to ensure proper timing of activities and campaigns to coincide with key enterprise messages – *P & L responsibilities of \$1.6M annually.*
- Sales Prospecting – identify new opportunities with existing customers and prospects to drive incremental revenue – *signed \$185M in new business within last 18 months.*
- Associations Sales – be the ambassador representing Hilton with major trade associations (American Society of Travel Advisors (ASTA), PATH and Association of Canadian Travel Agencies (ACTA)) to expand partnership reach and prospect sales opportunities – *drove \$2M in new meetings and events business into key hotels in last 12 months.*
- Mentorship and Team Building – charged with the training, mentoring and the supervising of outside sales managers tasked with growing share of wallet with assigned client base.

Director, Global Partnerships (Feb 2017 - March 2023)

Executive tasked with developing key global partnerships, compelling marketing campaigns and educational tools to enhance market share / revenue for Hilton's 23 brands and its loyalty program, Hilton Honors.

- Account Management - designed and executed the sales and marketing strategy for key B2B partners to ensure long-term benefits to the enterprise. Used Tableau and MicroStrategy data analytics to evaluate the best sales approaches.
- Partnership Marketing – crafted and deployed partner marketing and engagement plans to advance company goals and maximize available funds. Tools include email marketing, social media, print advertising, e-learning and in-person events.
- Sales Prospecting – identified partnership opportunities to expand footprint into new verticals. Used Salesforce.com to track pipeline activities – *signed \$150M in new business in the last 24 months in the role prior to promotion.*
- Education and Training – developed learning materials to help support sales efforts. Conducted virtual education sessions and attended industry events and clients conferences.

INTERNOVA - TRAVEL LEADERS GROUP, Virtual Office

Sept 2013 – Feb 2017

Senior Director, Client Engagement (Jan 2016 – Feb 2017)

Crafted the strategic client engagement plan and created marketing materials, training programs, incentives to increase program adoption.

- Team Management - recruited, trained, motivated team of Engagement Managers tasked with providing consultative services, launching marketing campaigns / incentives to portfolio of 40K members.
- Subject Matter Expert - served as the executive liaison between members, company's business units and hotel partners to drive incremental revenue and increase use of technology tools.
- Program Measurements - tracked performance using Google Analytics, Tableau, Salesforce.com. P&L responsibilities.

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Director, Hotel Programs (Sept 2013 - Jan 2016)

Responsible for hotel revenue-generation for Travel Leaders Network, Nexion, Tzell, Protravel, Altour, Travel Leaders Corporate.

- Partnership Marketing - negotiated contracts, solicited marketing funds, crafted marketing plans – *\$1B/year in sales, grew funds 50%*.
- Program Development - solicited hotels for program inclusion and developed non-standard accommodations portfolio to create a more robust program for the members - *added 10K properties in year 1*.
- Program Ambassador - increased hotel program adoption by creating compelling marketing campaigns and by performing as the subject matter expert to the members – *grew division performance by more than 100%*.
- Product Development - procured hotel content and images to create a compelling program brochure and web directory.

WORLDWIDE SUPPLY, Franklin, NJ

Sept 2011 - Sept 2013

Marketing Director

Marketing head tasked with the development and execution of marketing strategies to exceed objectives.

- Lead Generation - recruited to build the company's lead gen strategy - *designed the content-rich e-commerce B2B website and CRM tool (SugarCRM), implemented SEM, email marketing and social media campaigns*.
- Sales Support Marketing - created sales materials, launched calling campaigns, coordinated presence at industry events.

FAREPORTAL, New York, NY

March 2011 – Sept 2011

Consultant charged with B2B partnerships creation, affiliate marketing and for \$50M/year car rental program for global online travel agency.

RAND MCNALLY | TRIPOLOGY, Skokie, IL / Virtual Office

July 2008 - March 2011

Member of senior team that led the successful acquisition of Tripology by Rand McNally in March 2010.

Director, Marketing & Business Development – Rand McNally (March 2010 - March 2011)

Executive charged with marketing / strategic partnership activities for company's travel division - including Tripology.

- Tasked with online marketing / SEM for Tripology - *increased member transactions by 35% in 8 months*.
- Created e-marketing campaigns for Rand McNally's 1M subscribers. Led social media and mobile efforts.

Vice President, Sales & Marketing - Tripology (July 2008 - Feb 2010)

Leadership team member tasked with sales and marketing activities to position lead generation company for acquisition. Established brand identity that won US Travel Association 2009 'Innovator of the Year' Award.

- Conceptualized and launched print, PR, social media, online marketing (SEM) efforts for technology startup.
- Team building – recruited, hired and developed a team of marketing managers and sales executives tasked with client engagement.
- Established strategic alliances — *signed 45 national accounts, including Travel Leaders, Vacation.com, AAA and Ensemble, accounting for 71% of total revenue. Signed traffic-generating partners, Trip Advisor, CheapFlights, Kayak*.

WYNDHAM WORLDWIDE, Parsippany, NJ

March 2006 – July 2008

Senior Marketing Manager, Group RCI (Now Travel + Leisure Co.) (Jan 2007- July 2008)

Marketed the brand to travel agencies and affinity groups (Sam's Club, Amway, AARP) and promoted the incentive program.

Marketing Manager, Group RCI (Now Wyndham Destinations) (March 2006 – Jan 2007)

Developed brand image, strategy and positioning for new division. Created sales-support materials and tools. Led development of B2B website with a booking engine. Charged with developing initial \$1M marketing budget for startup.

LIBERTY TRAVEL | GOGO WORLDWIDE VACATIONS (NOW FLIGHT CENTRE), Ramsey, NJ

Jan 2005 - March 2006

Business Development Manager, Las Vegas

Managed a portfolio of 40 premier hotel partners accounting for \$65M in annual revenue. Directed web, newspaper and annual brochure marketing - *managed placements in over 40 national media; brought in over \$100K in incremental marketing funds*.

ALAMO-RENT-A-CAR | NATIONAL CAR RENTAL (NOW ENTERPRISE MOBILITY), Ft Lauderdale, FL **Oct 1996 - Dec 2004**

- **Partnership Marketing Manager** (1998-2004) Developed marketing and loyalty programs with key travel agency groups.
- **Corporate Sales Representative** (1996-1998) Managed 2K small business accounts generating \$5M annually.

EDUCATION

BA, Marketing, Florida Atlantic University.