

VERONIQUE DEBLOIS

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

Key Competencies

Partnership Development – Career of success identifying, signing, and creating win-win solutions with a full range of business partners, from small businesses to Fortune 1000 enterprises.

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

Business Development – Proven ability to solicit new customers, sell the offering and close the deal.

Online Marketing – Skilled in design and launch of compelling B2B / B2C websites and e-marketing programs.

Professional Experience

TRAVEL LEADERS GROUP, Virtual

Sept 2013 – Present

Senior Director, Client Engagement

Executive entrusted with crafting the strategic engagement plan and for creating training programs, tools and incentives to increase client engagement with company's hotel programs and technology tools.

- Team Development - Recruit, hire, train, motivate a team of Engagement Managers responsible providing consultative services and training to members across an assigned client portfolio.
- Subject Matter Expert - Serve as the executive liaison between members and the programs' hotel partners to drive incremental revenue and increase use of technology tools designed to enhance efficiencies.
- Program Measurements - Forecast and track performance-to-goal and create leadership team metrics to ensure business objectives are exceeded and future growth is realized.

Director, Hotel Program (Sept 2013 - Jan 2016)

Responsible for revenue-generation for the company's divisions (Vacation.com, Nexion, Tzell, Protravel, Travel Leaders Leisure, Travel Leaders Corporate) by developing hotel partnerships and content valuable to members.

- Hotel Relations - negotiated agreements with hoteliers, solicited co-op funds and developed marketing plans – *generated \$100K in incremental marketing funds in first 10 months.*
- Product Support - procured hotel content to help provide points of differentiation for members and ensured Lanyon RFPs were received from program participants – *added 10,000 properties to hotel base in first year.*
- Program Ambassador - increased hotel program usage by performing as the subject matter expert – *grew division performance by more than 100%.*

WORLDWIDE SUPPLY, Franklin, NJ

Sept 2011 - Sept 2013

Marketing Director

Marketing head tasked with the development and execution of marketing strategies to exceed organizational objectives. Recruited to build the company's lead generation strategy, create compelling sales support materials, design the firm's B2B website.

FWC ENTERPRISES, Virtual

Founded in 2010

Owner of an innovative venture offering consultative services in business development, supplier relations, distribution, sales, project administration and account management.

- **Escape Montclair**, Montclair, NJ (June 2012 - Present) Spearhead all facets of marketing and PR for award-winning farm-to-table restaurant - PR, website development, social media, online and email marketing. Plan events and wine dinners.

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- **Celestyal Cruises**, Miami, FL (Aug 2013 - Present) Direct staff on marketing / strategic travel trade partnership activities.
- **Fareportal | Cheapoair**, New York, NY (March 2011 - Sept 2011) Charged with B2B partnerships creation project and for relaunching \$50M/year car rental program for global online travel agency.
- **Outdoor Traveler Destinations**, Boca Raton, FL (Feb 2010 - Oct 2011) Tasked with program launch, on / offline advertising, website development and partnership creation for start-up owned by Blue Green Corp.

RAND MCNALLY | TRIPOLOGY, Skokie, IL / Virtual

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.

- Prospected and signed 40+ companies in 6 months for Tripology - *increased member transactions by 35% in 8 months.*
- Created e-marketing campaigns for Rand McNally's 1M subscribers. Led social media & 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 sale. Established brand identity that won US Travel Association 2009 'Innovator of the Year' Award.

- Created print / electronic materials targeting travel partners—*increased new member registrations by 154% in first 12 months; grew purchases per client by 25%.*
- 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.*
- Conceptualized and launched print, PR, social media, web ad campaigns—*exceeded target response rate utilizing less than 50% of projected budget. Set blog, Twitter, Facebook strategies.*

WYNDHAM WORLDWIDE, Parsippany, NJ

March 2006 – July 2008

Senior Manager, Channel Marketing, Group RCI (2007-2008)

Pitched the vacation rental start-up to affinity groups / associations (Sam's Club, Entertainment Publications, Amway, AARP, etc.) and travel agency partners (e.g. Carlson Wagonlit, Ensemble Travel, etc). 2008 start-up revenues of \$23M.

- Led B2C and B2B marketing for the company's incentive program — *grew incentive program revenue by \$2M in a year.*
- Created "Vacation Outside the Box" trademarked concept— *grew membership to 15,000+ in a year.*

Marketing Manager, Group RCI (2006-2007)

Developed brand image, strategy and positioning for new division. Led development of password-protected B2B website with a booking engine. Charged with developing initial \$1M marketing budget.

LIBERTY TRAVEL | GOGO WORLDWIDE VACATIONS, 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 advertising—*managed placements in over 40 national media; brought in over \$100K in incremental revenue.*

ALAMO-RENT-A-CAR | NATIONAL CAR RENTAL, Ft Lauderdale, FL

1996 - Dec 2004

- **Partnership Marketing Manager** (2000-2004) Developed marketing programs with travel agency groups like American Express, Carlson Wagonlit, TRAVELSAVERS and Virtuoso, generating \$800M/year; managed \$6M marketing budget.
- **Corporate Marketing Analyst** (1998-2000) Led design of branded collateral and sales-support materials/programs for Alamo's top 15,000 corporate accounts and small business accounts, generating 60% of company revenue.
- **Corporate Sales Representative** (1996-1998) Managed 2,000 small business accounts generating \$5M annually.

Education

BA, Marketing, Florida Atlantic University.