
DELILAH

Toronto, ON ♦ Phone Number ♦ Email Address

[LinkedIn](#)

PROFESSIONAL PROFILE

A result focused and client-centric leader with a passion for sales, service excellence, customer loyalty and innovation who is seeking a position to lead and coach a sales team in the technology industry. Passionate about bringing strong management and mentoring skills to motivate and develop sales teams to exceed growth and profit goals and deliver excellent customer service.

CORE COMPETENCIES AND SKILLS

Coaching and mentoring	Solution selling
Staff management	Sales funnel and sales cycle development
Strategic agility	Effective communication
Analytical and decisive problem solver	Budget management
Business development and planning	Prioritization of the team
CRM Management and user development	Microsoft office suite

PROFESSIONAL EXPERIENCE

Director of Product and Procurement

April 2020 to August 2020 (Furloughed due to COVID-19)

Luxury Travel Company – Toronto, Ontario

- Devised and executed new partner onboarding and contracting in line with business needs.
- Responsible for national YOY rate negotiations and cost reduction strategies (achieved a 10% reduction in costs 2018 FY).
- Created marketing objectives for each inbound revenue stream and collaborated with the marketing team on full 360-go-to-market strategies.
- Key contributor to the redevelopment of the companies rebranding and new website.

Director of Sales and Operations

March 2014 to April 2020

Luxury Travel Company – Toronto, Ontario

- Responsible for all operational aspects of an exceptional sales team of over 45 consultants (\$45M+ in sales) including, P&L, sales and customer service performance, recruiting, NPS, Customer Service, HR processes.
- Increased revenue by implementing a successful and disciplined sales cycle process along with ongoing team lead incentives and product focused training (achieved 22% growth sales revenue in 2018 FY; on track to achieve 30% sales in 2019 FY growth pre- COVID-19).

- Coached and mentored over 15 team members into successful leadership positions in the sales, customer care, learning and development, and the product and procurement teams.
- Owned the operational and reservation B2B relationship with over 35 international Destination Management Companies.
- Senior Leadership conduit between the sales team and the IT department during CRM development and improvement periods.

Assistant Manager

January 2011 to December 2013

Corporate Travel Agency – Melbourne, Victoria, Australia

- Developed a loyal clientele base due to excellent listening and research skills and a keen understanding of travel budgets.
- Offered hands-on assistance to customers, assessing needs and maintaining current knowledge of consumer preferences.
- Monitored employee performance and developed improvement plans.

Retail Store Sales Manager

June 2007 to January 2011

National Retail Travel Agency – Melbourne, Victoria, Australia

- Oversaw employee performance, corrected problems and increased efficiency to maintain productivity targets.
- Strengthened merchandising and promotional strategies to drive customer engagement and boost sales.

EDUCATION

Diploma of Management

December 2006

National Skills Development Centre - Melbourne, Victoria, Australia

Certificate III Tourism (International Retail Travel Sales)

June 2008

Plan Power Training Solutions - Melbourne, Victoria, Australia

Certificate IV in Frontline Management

June 2009

Plan Power Training Solutions - Melbourne, Victoria

INTERESTS

Reading fiction and non-fiction

Playing the piano

Professional development

Playing field hockey

Travelled to over 40 countries

Food and wine