



SABINA GIESE

PERSONAL PROFILE

Extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability in contributing exponentially with my personality, positive energy and integrity to companies and teams.

CONTACT

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EDUCATION

Università del Salento
Literature and Foreign
Languages German

SKILLS

- Exceptional communication and networking skills
- Successful working in a team environment, as well as independently
- Leading and operating companies implementing strategic directions, turn around
- The ability to work under pressure and objective oriented
- The ability to deliver quality results

WORK EXPERIENCE

GSA Development, CEO & Founder

JULY 2013 - PRESENT TIME

- Create, grow and manage branded hotel companies to grow their hotel portfolio in the European Markets
- Business Development
- Sales and Marketing

The Leading Hotels of the World, Regional Director Italy, Turkey & South East Europe

SEPT 2014 - FEB 2016

- Leading a team of 20 people with a revenue budget of 26MIO € and cost budget of 6MIO €
- Turnaround of old structures into modern leadership
- Set successful strategies and grow yearly 10% revenue into the hotels

PERSONAL PROFILE

Languages

Mother tongue: German,
Italian

Fluent English, French

Participation as speaker in
the major international
conferences:

IHIF Berlin

Int. Hotel Conference Rome

MIPIM Cannes

BTO Florence

Expo Real Munich

ILTM Cannes

Kolbe Index:

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Quick Starter 7

Follow Through 4

Implementor 3

My talent is to collect all the necessary information, start putting strategies, theories into facts and actions: I am the to go person when elaborate projects get in trouble. My natural curiosity and the passion I have for the industry made it easy for me to improve my knowledge learning new methods and using tools that allowed me to become a better leader.

My slogan:

Find a job that you love and
you won't work one day in
your life!

WORK EXPERIENCE

BridgeStreet, Director Development Europe

MARCH 2011 - MAI 2012

- Build up a franchise model in the Serviced Apartment segment in european key destination
- Brand standards and definition
- Different business models: franchise and lease
- Business acquisition in new markets for BridgeStreet
- Pioneering with serviced apartment products and new business models

Choice Hotels Franchise GmbH, Regional Director Itay

APR 2014 - JULI 2010

- Turn around from 6 up to 25 franchised hotels
- Development of new hotels within the branded portfolio almost 20 new hotels in Italy
- Adapted the franchise contract to Italian standards including the fee structure

Boscolo Hotels, Director of International Sales

OCT 2002 - MARCH 2004

- New business development outbound from Germany, Austria, Switzerland and Scandinavia
- Key Account Management
- All segments: leisure/FIT, corporate travel, MICE, tours & groups

Jolly Hotels, Director of International Sales

JAN 1999 - SEPT 2002

- New business development outbound from Germany, Austria, Switzerland and Scandinavia
- Key Account Management
- All segments: leisure/FIT, corporate travel, MICE, tours & groups
- Pre opening and opening Jolly Hotel Cologne and Jolly Hotel Berlin

Astron Hotels, Sales & Marketing Manager

OCT 1996 - DEC 1998

- Developing and implementing a new sales structure based on business travel and mice

Maritim Hotels, Front Office various roles

OCT 1991 - AUG 1996

- From receptionist up to vice front office manager.
- Pre opening and opening of the Maritim Hotel in Munich