

GEOFFREY BREEZE

Address – on application
Telephone – on application
e-mail: career@breezes.co.uk

SNAPSHOT

Successfully repositioned \$3 billion Sabre, the world's largest travel distribution and e-commerce company, as European market leader by developing corporate responsibility brand positioning - creating the industry's first *Travel Carbon Emissions Reporting* programme, *Corporate Traveler Tracking & Security* software, by fighting anti-competitive policies by major airlines, lobbying the EU for the development of an integrated travel policy, and promoting rail travel as a socially responsible alternative.

Part of the volunteer PR team which turned around UK public sentiment towards the Royal Family, to support the Queen's Golden Jubilee Celebrations in 2002. Forty thousand street parties took place, two million people applied for tickets to the Buckingham Palace pop concert, which was watched by one million in The Mall, and a worldwide TV audience of 200 million.

Responsible for complete re-launch of the international Hilton hotels brand, with breakthrough \$15 million global advertising campaign: "*Take me to the Hilton*" – achieving market leading improvements in brand awareness and preference, Customer satisfaction, market share, employee satisfaction and ten-fold increase in profitability.

Subsequently with Hilton, created hotel industry's first exploitation of the Internet, first worldwide on-line guest history/preference database, first multi-cultural guest-satisfaction tracking system, first worldwide Executive Floor product, first worldwide Meetings brand, and finally managed the commercial alliance between £2.2 billion Hilton International and £2.3 billion Hilton Hotels Corporation of the USA for the unification of Hilton brand marketing and sales worldwide.

Found and led the initially hostile acquisition of France and Spain's leading electrical goods retailers by the UK Granada (TV) Group as part of its £125 million international expansion.

Managed the specialist consultancy significantly responsible for the layout and design of UK supermarkets today – introducing first in-store bakeries, delicatessen and butchery departments, first use of check-out confectionary displays, first direct product profitability space allocation system.

Introduced the longest running TV commercial series on UK television today, with the re-launch of the Chewits brand, and creation of the "Chewits Muncher" dinosaur character.

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Marketing Director with success in building some of the world's best known brands, and achieving real increases in profitability. Diverse experience in Technology, Travel and other consumer and business markets, and of operating in Asia-Pacific, the Americas, Europe and the Middle East.

EXPERIENCE

CHI HOTELS & RESORTS

Aug 2009 – Sep 2010

[Hotel Operations Division: Corinthia Group of Malta]

Vice President Strategic Marketing & Brand Management

Responsible for building and, latterly, executing brand strategies for Corinthia Hotels.

- Developed strategy to re-position Corinthia as global luxury brand through opening of its new flagship London property. Created 2010 London social and digital media pre-opening campaign – launch advertising finalised with WCRS Advertising. [Opening postponed].
- Delivered turnaround marketing strategies for St Petersburg, Prague and Khartoum properties.
- Integrated new corporate mission statement (“*The Craftsmanship of Care*”), with employee re-orientation, and a pioneering Quality Assurance programme relating service audits to social media feedback to market performance, in order to assess service improvement return on investment.

SABRE TRAVEL NETWORKS, London

2006 – 2009

Vice President Marketing & Strategy, Europe, Africa, Middle-East

Regional head of product and brand marketing for the world leader in travel distribution and e-commerce. Added profit responsibility for hotel, rent-a-car and global rail supplier relationships.

- Developed marketing organisation and practice to deliver +8%/+14%/+21% regional profit growth, forming 20 person pan-regional department to deliver content growth, product marketing segmentation, brand promotion, sales communication and event management.
- Successfully re-prioritised global product development to EMEA needs. Launched unique regional travel agency products: industry first Carbon Emissions, Traveller Security and Mobile programme suites; Merlin e-commerce platform.

NEOS INTERACTIVE LTD, London

2003 – 2005

Director

Head of Sales & Marketing for start-up technology company installing interactive television and communications solutions in luxury hotels worldwide

- From an initial installed base of two hotels in London, expanded the business to £1+ million turnover with 12 hotels on four Continents, including The Lanesborough, Dorchester, Taj Mahal Palace and Sandy Lane hotels. The company became supplier of choice to Mandarin Oriental, Fairmont and Taj Groups, and competed for the international business of Hilton and Starwood hotel groups.

NON-EXECUTIVE ROLES

2000 – 2003

THE QUEEN'S GOLDEN JUBILEE WEEKEND TRUST

2002

Consultant to the committee organising Queen Elizabeth II's 50th anniversary celebrations. Secured over £1 million free advertising space on behalf of the Trust.

MARINA RESERVATIONS, London

2002 – 2003

Founding partner of a company which created the first fully functional Internet-based reservations and property management system for marina berths.

MUSEUM PARTNERS, New York

2000 – 2001

Consultant to a Technology Partners LLC funded internet start-up which gained initial contracts to provide a virtual global museum store (British Museum, Smithsonian, Louvre etc.).

HILTON INTERNATIONAL CO., Watford U.K. 1988 – 2002

(£2.5 billion hotels division of Hilton Group plc)

Vice-President Customer Relationship Management 2000 – 2002

Created Customer Relationship Management discipline

- Developed the vision and strategy and executed the launch of break-through customer service initiatives to achieve profitable returns on CRM investment.

Vice-President Marketing & Alliance Development 1997 – 2000

Managed the commercial alliance between Hilton International and Hilton Hotels Corporation of the USA for the unification of Hilton brand marketing and sales worldwide

- Created Reservations, Loyalty and Marketing joint venture companies to direct Alliance activities. Year One Sales increased from USA into Hilton International hotels by 27%.
- Launched and subsequently led the expansion of the Hilton HHonors loyalty programme, through 20 international marketing managers. By Year 5 this programme accounted for 27% of total Hilton International revenues and had 6 million members. Board member of Hilton HHonors Worldwide LLC
- Co-ordinated new joint systems development e-commerce platform, customer and consumer database, and computerised selling tools, at a total saving to each partner of £24 million in development costs.
- Appointed and supervised Alliance design and global advertising agencies in the production of a unifying brand campaign ("It happens at the Hilton").

Corporate Vice-President, Marketing 1988 – 1997

Led worldwide marketing through central staff of 14, with regional sales & marketing teams

- Repositioned brand, implementing Saatchi & Saatchi award-winning print, outdoor and television advertising ("Take me to the Hilton"). A ten-fold organic increase in profits was achieved in the period
- Introduced consumer-led product and brand development to build penetration of new profitable markets,
- Built industry's first worldwide on-line guest history/preference database, doubling target consumer loyalty and spend, and improving retention rates by 70%.
- Created "The Hilton Promise" employee empowerment programme, and the industry's first multi-cultural guest-satisfaction tracking system to raise service standards and levels of consumer repurchase.

Previously:

GRANADA GROUP PLC, U.K. Board Director (Overseas Holdings)

Marketing Director responsible for new business development and commercial activity in £250 million revenue international division, including network of 350 stores retailing and renting electrical goods

- Diversified into international retailing in France and Spain, leading negotiations resulting in acquisition of £125 million revenue companies.

AVIS RENT-A-CAR INC, U.K. & USA Director of Marketing, International

Marketed £650 million revenue "We try harder" company worldwide (excluding USA). Directed 20 senior managers in 135 country International division, based in New York.

JOHN GORDON & ASSOCIATES, U.K. General Manager

Managed the UK/Netherlands operations of an consultancy specialising in retail marketing.

BRAUN ELECTRIC LTD, U.K. UK Market Manager

UK Manager for Gillette owned electrical goods subsidiary, with profit responsibility for UK market.

CAVENHAM CONFECTIONERY, U.K. Group Product Manager

Product and profit responsibility for over 100 confectionery products, including market leader Chewits.

PROCTER & GAMBLE LTD, U.K. Assistant Brand Manager

Responsible for Fairy Liquid advertising and test marketing of Lenor fabric conditioner.