



PERSONAL INFORMATION

Name: **DALLA TORRE DI SANGUINETTO, Claudia**
Nationalities: Italian and American
Date of Birth: March 26, 1994

WORK EXPERIENCE

March 2019 – present **Equinox hotel, Hudson Yards, New York City**
Director of Entertainment and Diplomatic Sales

- Part of the Pre-Opening team of the first Equinox Hotel
- Responsible for building the Entertainment and Diplomatic market for the brand by leveraging existing and new relationship
- Ensuring and promoting correct brand position within the market, by managing networks and delegation
- Creating standards and SOP to ensure successful execution of talent and delegate stay, press junkets, group and transient

January 2017 – March 2019 **The Langham, New York, Fifth Avenue**
Sales Manager (International and corporate)

- Conduct market analysis to adjust the hotel's positioning in the wholesale and extended stay market segments which resulted in year-over-year (YoY) revenues increase of 290% and 93%, respectively
- Ongoing market research and competitors' analysis to ensure The Langham, New York's correct pricing, position and product offering
- Develop strategic revenue generating projects to interpret the hotels' data analyzing production reports using Delphi, Opera and Excel
- Participated in quarterly LHG's leadership team to discuss, examine and review action plans, KPIs and competitive value assessment for the following market segments: Travel Trade, Extended stay, SME and Diplomatic
- Spearheaded Quality-League project by working alongside leadership team from Rooms, Security, Concierge and F&B, to enhance Guest Experience by reviewing areas of improvement. Implemented customized reporting tool to efficiently analyze guest satisfaction for Leadership team
- Effectively manage over 50 accounts, conducting quarterly business reviews to monitor the accounts' performance, client satisfaction and to strategizes on new business opportunities
- Create, present and negotiate business proposals for transient and group managed accounts

July 2015 – January 2016 **Hotel Plaza Athénée, New York**
Sales & Marketing Coordinator – Full time internship

- Supported the Sales and Marketing Director in creating the Sales& Marketing plan for 2016 highlighting strategies and conduct budget adjustments as a result of the upcoming renovation
- Work with the Sales and Executive Team in the planning and restructuring of the hotels' processes and procedures
- Support the DOSM in reorganization of the Executive and Sales Team
- Website Design and content management through HeBs Digital
- Supervision and ongoing contact management for the managed luxury consortia portals (Virtuoso, Signature, American Express Fine Hotels & Resort) to ensure maximized exposure

July 2014 – December 2014 **Shangri-La Hotel, Kuala Lumpur, Malaysia**
Customer Sales Department - Full time internship

- Reservation management for Online Travel Agencies within OPERA PMS system
- Conduct research on customer profiles to enhance their experience during their stay

Food and Beverage Intern – Lobby Lounge, Shang-Palace, Zipangu, In-Room Dining, Lemon Garden Café, Lafite, Stewarding, Banqueting, Arthur's Bar&Grill

EDUCATION

July 2018 – November 2018

Cornell University, Online

Certificate, Hotel Real Estate Investments and Asset Management

- Financial Analysis of Hotel Investments
- Control of Hotel Real Estate
- Developing an Asset Management Strategy
- Achieving Hotel Asset Management Objectives
- Valuing Hotel Investments Through Effective Forecasting
- Valuing Hotel Intellectual Property and Structuring the Capital Stack

August 2013 – December 2016

Glion Institute of Higher Education, London

Bachelor's in Business Administration in Hospitality Management

- Focused expertise courses: Revenue Management, Finance, Leadership, Marketing
- Practical training course at Glion Campus in Montreux, Switzerland
- Student Ambassador– volunteered engagement with university's marketing team to support recruitment process
- 40% merit-based scholarship

September 2008 – July 2013

Liceo Linguistico Nazareth, Rome, Italy

Esame di Stato (High School Diploma)

September 2011 – June 2012

Collège Saint-Louis de Waremme Liège, Belgium

Year abroad at French High School

SKILLS AND COMPETENCIES

LANGUAGES:

- Italian (mother tongue)
- English (mother tongue)
- French (DELF C1, advanced)
- Spanish (intermediate)

COMPUTER SKILLS:

- Delphi, Opera, Hotelligence, Lanyon, CVent, Knowland, CoStar
- Microsoft Office programs (Excel, PowerPoint, Word, Outlook)