

Manel Hannachi

Professional Summary

Keep all the Travel and Tourism operations efficient and smooth by delivering successful leadership and team management at all levels. Experienced in administering budgets, overseeing personnel needs and solving routine and complex problems. Familiar with the UAE and GCC markets and proactive in capturing new customers and business opportunities.

Results-focused management professional offering 15 years of progressive leadership experience. Transforms high-potential staff into outstanding leaders which demonstrate creativity and savvy critical to financial and operational success.

Work History

Al Karnak Travel & Tourism - General Manager

Dubai, Dubai

04/2015 - Current

- Evaluated suppliers to assess quality, timeliness and compliance of deliveries, maintain tight cost controls and maximize business operational efficiency.
- Increased revenue streams by reducing costs, managing schedules and performing variance and risk analysis to implement corrective actions.
- Developed value-added products for inbound, outbound and corporate departments by leveraging trends in customer worldwide.
- Successfully managed \$ 5-6 million budget implementations, employee reviews, training, schedules and contract negotiations.
- Improved brand awareness by monitoring all marketing campaigns and fostering membership acquisitions and business development.
- Oversaw and improved our packages and all tourism services deliveries worth more than \$ 6 per year through efficient coordination of marketing and operation.
- Increased monthly staff retention rate by 20 % after implementing new training program.
- Increased profits by 35% within one year through restructure of business line.
- Developed effective business plans to align strategic decisions with long-term objectives.
- Proactively identified and solved complex problems impacting operations management and business direction.

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Skills

- Budget development
- Sale expertise
- Timeline management
- Product development
- Operations management
- Relationship building
- Profit and loss accountability

Education

2001

ISCAE Manouba

Tunisia

Bachelor Degree : Accounting and Business Administration

2002

Paris Dauphine University

Paris, Île-de-France

MBA: Accounting And Business Management

- Delivered an exceptional level of service to each customer by listening to concerns and answering questions.
- Increased sales by 17% over a two-year period.

Bin Majid Travel & Tourism - General Manager

Dubai, Dubai

01/2013 - 03/2015

- Organized budgets, oversaw P&Ls and achieved margin targets consistently to stay on track with growth plans.
- Reviewed performance data to monitor and measure productivity mainly in inbound and local sales tourism and tours , goal progress and activity levels.
- Set, enforced and optimized internal policies to maintain efficiency and responsiveness to demands.
- Exceeded regional annual sales target by 50 %.
- Boosted productivity by consolidating material planning, data collecting, payroll and accounting programs into one main system called Resmanager .
- Enforced quality assurance protocols to deliver ideal customer experiences.
- Coached 15 sales associates in product specifications, sales incentives and selling techniques, increasing customer satisfaction ratings 23 %.

Net Tours & Travels - General Manager

Dubai, Dubai

06/2009 - 03/2013

- Prepare and present budgets, financial reports and statements to the owner.
- Improve operational cost efficiencies, manage annual sales of \$ 15 million , and expenses to ensure the business revenue is increased across corporate, outbound and inbound services
- Identify inbound, outbound and corporate opportunities and recommend future expansion strategy of products/services/locations which will generate increases in profitability and reduce costs
- Initiate marketing initiatives in order to sustain and enhance market share across corporate, outbound and inbound services
- Introduce and streamline best practice processes and procedures, including the integration of a holistic travel sales system to enable the planning and booking of multi-product and multi-destination trips
- Ensure provision, deployment and optimal utilization of assigned resources in order to achieve efficiencies, cost effectiveness and productivity.
- Select and develop a team of competent and motivated business and support staff, embedding a high performance sales culture to deliver targeted results and long-term objectives.
- Develop and implement clear KPIs to ensure the effective achievement of functional objectives as well as the development and engagement of staff
- Completed all company insurance renewals including property,

Workers' Compensation, general liability, cargo, aviation and K & R documents.

Alpha Tours LLC - Director Of Sales &Marketing

Dubai, Dubai

03/2003 - 09/2011

- Consistently serviced accounts to maintain active contacts and continuously promote profitable offerings.
 - Established ambitious sales targets, managed deployment strategies and developed go-to-market plans to capitalize on every revenue opportunity.
 - Directed work of efficient clerical team maintaining accurate sales, inventory and order documentation.
 - Forecasted sales of \$ 10 million and set successful policies to achieve 80 % of objective.
 - Reduced costs 30 % through client and distributor price negotiations.
 - Targeted prospects in other territories through careful research of competitor products, services and trends.
 - Hired 10 sales representatives over 7 years -long period.
 - Achieved established KPI for company, regional team and individual performance through teamwork and focus on customers.
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Accomplishments

- Business Development:
Spearheaded acquisition of two competitor companies.
Established and managed partner relationships on a daily basis.
Developed new marketing strategy which increased customer base by 23%.
- Staffing
Worked directly with Human Resources to streamline hiring and onboarding process.
- Marketing
Implemented marketing strategies which resulted in 18 % growth of customer base.