

Personal information:

Name: Alen Bigava
Street: 10 College Road
Place: HA1 1BE Harrow/Middlesex/UK
Tel: +44 207 1128121
E-Mail: alenbigava@outlook.com
Date of birth: July 12, 1971
Place of birth: Regensburg/Germany
Nationality: Croatian
Marital status: Married
Degree: Tourism Management Gymnasium
Croatian School System

**Summary Competences & Strength**

- Professionally Senior Experienced in Business Development and Sales leading positions
- Team leader and player with high business drive who live business as a lifestyle with big global network of blue-chip and C-level contacts from various sectors and industries
- Problem and difficult complex situations solver with an eye and touch for details
- Expertise in European and International complex Travel Industry and Global OTA market
- Strategic Consulting, including sales, Business Plan & Business Development Strategy
- Knowledge and expertise of complex fast moving Business Trends, Forecasting in online and offline Travel industry, Travel Products or Online Services, E-commerce, Automotive, International Transport-Shipping & Logistic, Human Resources, Business Intelligence Platforms, Global mobility**
- Easily recognizing potential Clients, Leads, Key Stakeholders, Partners, Suppliers and develop them
- Generating, prospecting Leads and Clients, with high drive thinking in a business-like manner
- Putting "Customer & Service & Quality & Time" at the first place in every business development
- Communication and negotiation skills with Key Stakeholders to become "win-win strategy"
- Quick Point understanding for choosing the right, attractive solution for an Account or Client
- Easy in use learned and trained different complex Sales Strategies and Business Development skills
- Able to work under pressure, monitor and negotiate with large percentage of success
- Top managing in previously defined budget, full Profit & Loss responsibility
- Efficiently work in larger or smaller Project Teams, excellent in Team communication and presentation skills
- Setting goals by using proven and new sales techniques, with always ready to learn more
- Independent in business activities, able to do multitasking, making final and crucial decisions
- Coordinating complex logistic procedures with and for Clients, Accounts, Partners and Suppliers
- Soft skills in operative Business, Marketing and Sales (CRM, CMS, SaaS, ERP, SEO, Analytic)
- Being comfortable in non-comfortable situations

Language and software skills:

Croatian: Native language and business fluent
English: Business fluent
German: Business fluent
Serbian: Business fluent
Software: CRM, ERP, MS Office 2010 (Word, PowerPoint, Excel, Outlook)
Travel Sales force, various price and product revenue analysis tools
GDS PLATFORMS, BOOKING ENGINES, SaaS (Software as a Solution)

Work experience /expertise

Extensive Knowledge, Experience and Professional expertise in sectors:

-Int. Road Transport & Shipping / Automotive / Car Hire/ OTA GDS Brokerage/Business Intelligence

09/2007 – 04/2015 Croatia (Split, Zagreb) / UK (London) / Germany (Berlin, Munich)

Smart Rentals Car hire & Global OTA (online travel agency) Travel Brokerage Company

Position: CEO (Chief Executive Officer), Product Director,

Manage, drive and supervise as CEO the in-house main Car Rental business, where we as a company rent own vehicles fleet from economy to luxury cars at 6 company owned main office stations, and 27 stations owned by suppliers including biggest airports in Croatia and surrounding countries (Italy, Slovenia, Austria ... Total in-house-owned car fleet is 1400 units

Drive and develop the in house complex international business to desirable company over 7, 5 years as CEO, and Product Director of the in-house Global OTA (online travel agency) Booking Platform.

Same time as CEO and Product Director I am totally responsible for Performance, total business revenue, total Profit & Loss of the car rental company business and in house owned OTA car rental booking platform which works on Global level-GDS (Global Distribution Service)

My today's main focus is on work out sales strategies, business development policies and ensuring industry standards are adhered to. I hold regular appraisals with the Team directly and thru daily meetings to ensure that they all are focused, clear and happy on their individual goals and targets. I think it is important to lead by example and to motivate staff to be able to adapt in difficult market conditions of which I have seen many changes over the years!

Some of the activities performed & responsibility

- Analyze, define, supervise business and product strategy, performance metrics, product priority (based on data and targets) and roadmap with big passion and eye for details
- Business Plan & Complex Sales Strategy Development, monitoring National, Regional and Global
- Analyzing, generating strategic stakeholders and opportunities on C-Level by using different strategies of business development and management. Over the years I have built up an extensive knowledge and understanding of the whole Travel Industry Business and have made an enviable network of quality contacts to maximize business opportunities
- Global leading, prospecting, qualifying, presenting for incorporation and contracting partnership with various Key and C-level Travel sector companies Hotels, Airlines, Transportation ... endowed and very comfortable in face to face environment .
- Drive all global sales, global marketing initiatives with OTA Fortune 100 and regional Travel companies with ensuring, care and boost the volume & quality of our content uploaded and integrated at OTA GDS selling channel world-wide, various car rental, travel and broker sites, platforms and our in-house booking platform with
- Work out with the Team members different strategic customer loyalty programs
- Monitoring, strengthening the market position and revenue maximizing, Profit Loss responsibility
- Arranging appointments/ Business arrangements with Accounts, Clients and Partner on C-level
- Active buying /selling and negotiating Global Travel content for our in-house booking platform
- Present at all WTM and OTA Travel technology fairs in London
- Supervision, organization, managing monitoring of various marketing campaigns with extern SEO experts

08/2001 – 08/2007

Croatia (Split, Zagreb) / Germany (Stuttgart, Cologne, Munich)

ABICO-Automotive exclusive used car dealer for “Hypo Alpe Adria Leasing” and “UniCredit Group Leasing”

Position: Director of Sales and owner

Some of the activities performed & responsibility

- Import-Export Sales & Business Development Operations of used vehicles from Europe to a non-European country Croatia at that time, 6 years independently
- Manage and drive the company in all business cycles with one Car Dealership House and 10 employees
- Work out Business Plans & Complex Sales Strategy Development national and international
- Prospecting, Negotiating, Pricing, Buying, Selling, Managing of various own and international car market offers
- Managing and Coordinating the Sales & Team for boosting the results reduce the costs and expand the company revenue
- Work out, manage and lead with the Team different Customers Care Programs, Customer Revenue Programs, Pre-Sales and Post-Sales operations
- CAPEX and OPEX management with full control of Profit & Loss
- Improvements on logistic operations, national, regional and international
- Complete monitoring and guiding import & export procedures and sales circles
- Manage and drive the company in all business cycles with one car house and 10 employees

06/1993 – 06/2001

Croatia (Split)

AM-International Transport and Shipping Ltd. Franchise of Tempo Team AG

Int. Transport and Shipping 8 years (6 years direct managing the Sales Team).

Position: Head of Sales and in-house owned Fleet controlling abt.1200-brutto tons (50 units)

Some of the activities performed & responsibility

- Generating strategic leads and opportunities through outbound and identifying customers' needs within existing or new accounts
- Develop and manage incorporation / contracting with Partners and Partnering Suppliers
- Contribute on boosting customers and income revenue by offering our in time service, coordinating transport and logistic assignments
- Negotiating on pricing agreements for strategic buying, various transportation offers and working on Company and Customer revenue and satisfaction
- Contribute on strengthening the market position and revenue maximizing, Profit&Loss responsibility
- Analyzing market prices, Customer trends and the whole acting of Client's via CRM-database
- Active Pipeline Management and business report controlling as Senior Sales Manager
- Developing and Realize marketing campaigns with and for some strategic Key Customers / active outbound/ big projects with 500- fortune companies.
- Logistic Business developing projects with colleagues and Team members in-house and extern.

Education School / Studies

09/1978 – 06/1986

Primary School / Croatia

09/1986 – 06/1990

Tourism and Hospitality Business School / Upper Grade

Manager in Tourism and Hospitality SSS 4TH LEVEL / Croatia