



Dream Catcher Consultancy (June 2016 –To date)

As an Owner Consultant, I crafted a detailed sales and marketing plan for hotels, including customised sales strategies and online booking recommendations. This included photography plan Assisted in recruited and trained team members while actively participating in local and international trade shows, preparing contracts and RFQs for corporate and leisure business. Assisted in various projects including new projects. Other the other hand assisted different customers in tailor making different itineraries in Nairobi including safaris.

Ishara (Luxury Camp in Masai Mara) (October 2021 – December 2022)

In my role as Director of Sales and Marketing, I successfully assisted in opening a luxury camp with nine River Suites and two Family Suites. I developed SOPs for reservations and the sales and marketing department while focusing on recruiting and training a dedicated team. I assisted to put a reservation system, resrequest. I cultivated long-term relationships with leading tour operators and structured different rate tiers and added value offerings. Additionally, I organized FAM trips, sales presentations, and attended luxury trade shows, ensuring the camp was well positioned within the luxury leisure segment and various markets.

Mövenpick Hotel & Residences Nairobi (October 2017 – July 2021)

I played a key role in the successful opening of the first Mövenpick hotel in Nairobi, which included 276 rooms and extensive meeting facilities. I developed and implemented the sales, marketing, and PR strategies, ensuring effective positioning across all market segments. My efforts in building relationships with corporate key accounts and MICE agents resulted in strong market penetration. During challenging periods, adapted strategies to maintain breakeven levels during the pandemic and successfully relaunched dining venues while implementing digital marketing initiatives to reach domestic markets.

Amadeus Hospitality (January 2017 – September 2017)

As the Director of Sales for East, Central, and South Africa, I achieved remarkable growth, doubling sales and expanding into major markets within nine months. I was recognized as the Best Director of Sales in Africa, closing significant deals for multiple hotels including top brands from East, Central Africa. My role involved prospecting new clients, conducting presentations, and ensuring clients maximized the benefits of our products, ultimately leading to improved revenue and trust in Amadeus Hospitality.

Sankara Nairobi Hotel (Autograph Collection) (October 2011 – June 2016)

In my capacity as Sales and Marketing Manager, I increased hotel occupancy by 12% within my first year. Also achieved top hotel in the market penetrative amongst the competition set with high ADR. I spearheaded marketing campaigns across new markets, consistently achieving positive GOP growth. My responsibilities included marketing the hotel in various platforms, arranging campaigns, managing PR agencies, developing promotional collateral, and organizing events for corporate guests. I also focused on luxury leisure segments, attending various trade shows to foster partnerships and enhance visibility, ultimately contributing to the hotel's accolades.