

MADY KEUP

40 Avenue Dr Raymond Picaud
06400 Cannes
France

Telephone: +33 (0)6 30 02 17 23
Email: madykeup@mkinternational.biz
Website: www.mkinternational.biz

PROFILE:

An experienced & adaptable international business executive with a proven track record of sales and marketing success in 5 countries

Strong leader with experience of all aspects of marketing, client sales and services, membership recruitment and retention, project planning and process improvements

CAREER HIGHLIGHTS:

- Managerial roles in Germany, Portugal, Spain and UK
- Successful start-up and development of subsidiary office: from sole representative to fully staffed information/ marketing office in Portugal
- In 2002, UK Best Convention Bureau – Incentive Category (M+IT Awards)

CAREER HISTORY:

September 2004 to date CONSULTANCY/ TRAINING

- Associated Lecturer at CERAM, Sophia Antipolis (September 06-to date)
- Review and rewriting of Strategic Marketing Action Plan for Visit Wales (ongoing)
- EU Interreg SPAA and ISLA projects, on strategic place marketing and tourism marketing for islands respectively, each covering 4 European regions (ongoing)
- Association marketing research on behalf of Edinburgh Convention Bureau (January /April 2006)
- Los Mercados Europeos Emisores, 8 seminars, Spain, February 2006
- Lecturer in tourism distribution and tourism marketing at ESC (Troyes and Sophia Antipolis), undergraduate level and at Institut Vatel, Nîmes and CERAM, Sophia Antipolis, at post-graduate level (Marketing and Fundamentals of Marketing). Tutor on International Marketing at IPAG, Nice (September/December 2005)
- Marketing en la Red para Destinos y Empresas Turísticas, 8 seminars, Spain, May/June 2005
- EU Interreg IIIc TouriSME project: benchmarking of tourism structures in 4 European regions: North East of England (Britain), Limburg (Netherlands), Valencia (Spain), Saxony-Anhalt (Germany), February-April 2005
- Marketing Estratégico y Nuevas Tecnologías en el Turismo, 8 seminars, Spain, November/ December 2004
- Business plan for International Congress and Convention Association, UK and Ireland Chapter, September 2004

May 1999 to February 2004 HEAD OF BUSINESS AND CONVENTIONS - VISIT LONDON (VL), LONDON

- Responsible for divisional strategy and budget, including segment and market analysis and setting sales targets
- Planned and directed development of marketing materials, website and of PR
- Provided input into corporate strategy and planned and managed department budgets
- Provided leadership and motivation to a dedicated team of 8
- Managed external PR and sales agencies in Germany and USA
- Monitored all activities to ensure achievements of targets and compliance to corporate strategic direction
- Initiated, designed and implemented a client enquiry service system
- Scoped supplier and client databases
- Presented at conferences in Dusseldorf, London, Manchester and Belfast
- Developed & maintained strong working relationships with a variety of clients and suppliers
- Set up marketing programme to secure international association meetings business for London (£13m of business contracted in 2002)
- Undertook strategy review and restructure of London Convention Bureau in 2000 which led to increase in supplier membership, improvement in services and official visitor agency status with London Mayor

January 1998 – April 1999

MANAGER CENTRAL EUROPE – BRITISH TOURIST AUTHORITY (BTA), BERLIN

- Appointed to devise and implement BTA's marketing strategy and budgets in Central Europe (Poland, Hungary, Czech Republic)
- Adapted and implemented corporate "Now is the Time" Millennium PR and direct marketing campaigns to travel agents/wholesalers and consumers
- Designed and implemented BTA's consumer information provision strategy and project managed introduction of information points at the British Council in Prague and Warsaw
- Ran programme of marketing and sales activities throughout the region

January 1997 – December 1997

CHIEF EXECUTIVE, BRITISH-PORTUGUESE CHAMBER OF COMMERCE, LISBON

- Responsible for business strategy and budgets and ran enhanced programme of activities
- Appointed to ensure increase in membership: initiated and implemented recruitment drive resulting in 10% membership growth

September 1995 – December 1996

BUSINESS TRAVEL MANAGER, EUROPE, BRITISH TOURIST AUTHORITY, LONDON

- Co-ordinated BTA's European business-to-business marketing across 10 field offices
- Carried out BTA's first research survey into the Swiss business travel segments

February 1992 – September 1995

MANAGER PORTUGAL, BRITISH TOURIST AUTHORITY, LISBON

- Appointed to establish BTA's presence in Portugal, from sole representative to fully functioning information and PR and marketing office with 4 staff within 3 years
- Planned and ran programme of marketing and sales activities for UK suppliers (trade fairs, workshops, sales missions, direct marketing campaigns, PR, familiarisation visits)

June 1990 – February 1992

MARKETING MANAGER, BRITISH TOURIST AUTHORITY, MADRID

- Co-ordinated the marketing for British language schools in Spain
- Acted as official spokesperson for all media enquiries
- Managed printing and publishing of all locally produced marketing literature

July 1984 – May 1990

PROGRESSIVE ROLES LEADING TO ABOVE MANAGERIAL POSITIONS , LONDON AND WINDSOR

PROFESSIONAL SKILLS:

- Marketing: from strategy formulation to implementation and marketing communications
- Complete business fluency in English, French, German, Portuguese and Spanish. Conference speaker, seminar trainer and radio or television interviews in all 5 languages

TRAINING & QUALIFICATIONS:

- Master of Business Administration, Open University
- Diploma in Marketing, Chartered Institute of Marketing
- Communications, Advertising and Marketing Foundation (CAM) Certificate
- Honours Degree, English Language and Literature, University of Newcastle-upon-Tyne
- MS Office, Excel & Access skills

PERSONAL DETAILS:

- Date of Birth – 06/12/1961
- National of Luxembourg
- Full clean driving licence
- Interests include travelling, digital photography and motorbike touring
- References available on request

Telephone (mobile) +33 (0)6 30 02 17 23

Telephone (Office) +33 (0)4 93 93 24 78