



BENEDICT RAVEL

HOSPITALITY AND SALES PROFESSIONAL
WITH MORE THAN 12 YEARS' EXPERIENCE
IN SOUTH EAST ASIA.

PERSONAL PROFILE

Proven experience in managing multicultural teams, business development, budgeting, operations, marketing, product development, recruitment and training.

Passionate by arts, education and culture, I am the President of the Board of Directors of Phare Ponleu Selpak, an NGO based in Battambang, Cambodia.

PROFESSIONAL AND PERSONAL CHARACTERISTICS

- Client-driven professional: stimulated by client relationship
- Strong operational ability: always involved on discovering new way of convincing and supporting teams to commit to their job
- Curious and open-minded
- Long term passion for the hospitality, the travel industry and the planning of special events
- Decision maker, solution provider
- "hands-on" personality and "can do" attitude.

PROFESSIONAL EXPERIENCE

Artisans Angkor, Sales & Marketing Director, Cambodia

AUG 2016 - JULY 2019

- Management of a sales team of 130 persons in 16 selling points (6 AA shops, 10 consignment stores)
- Managing HR resources and budget
- Building and strengthening the business relationships with tours operators, hotels, guides and drivers
- To follow up the sellers and guides' skills improvement by organizing training sessions on a regular basis
- Developing the marketing strategy and annual promotion plans
- To coordinate commercial events and related activities with the Communication team
- Working with R&D Dpt. on a marketing level to help developing new collections and new lines of products
- Expanding the business on international markets and exploring B2B opportunities.

Asian Trails, Deputy Managing Director, Cambodia

SEPT 2010 - JULY 2016

- Managing and coordinating the day-to-day operations of 75 people within 5 departments: Sales & Marketing, Operations, Reservation & Back office, Production, MICE
- Ensure that all services are managed with the highest efficiency
- Involved in sales activity, maintain and strengthen relationship with key-clients, travelling with VIP guests to ensure the maximum level of satisfaction
- Work closely with the Product Manager to propose new destinations, hotels, activities
- Sales calls to develop B2B relations with tour-operators
- Reporting to Managing Director and the group CEO.

French Ministry of Foreign Affairs, Personal executive assistant of the Ambassador of France in Vietnam

OCT 2007 - SEPT 2010

- Day-to-day operations management: diplomatic travels, official meetings, relations with the Vietnamese Government, conferences...
- Event coordinator to international projects and ensuring targets are being implemented on local level
- Strategic planning and networking management as well as inter-governmental coordination and facilitation.

CURRICULUM VITAE

EDUCATION

Brevet technicien Supérieur du
Tourisme (BTS) – Marseille,
France, 1985

Cambridge Preliminary English
test, Sels College London, UK,
1982

Bachelor of Philosophy and
French Literature – Marseille,
France, 1980

LANGUAGES

French native,
English fluent,
German (knowledge to be
updated),
Spanish (notions)

INTERESTS & SOURCES OF INSPIRATION

Travels, literature, architecture,
design, photography, martial
arts

CONTACT



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of Cambodia



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PROFESSIONAL EXPERIENCE

Institut Français, Management Assistant
2002-2007, French Ministry of Foreign Affairs – Paris, France

Maison de la Chine, Maison des Indes, Maison des Orientalistes,
Inbound Manager and Product Assistant Manager
1996-2002, Paris, France

Inter Activites, Travel Agency,
Project Manager, multi-countries and Assistant Manager
1993-1996, Paris, France

American Signature, Inbound travel agency, Director of Sales &
Marketing

USA Passion Public, Communication agency, Trophée Immopar Chess
tournament: event coordinator in charge of the top ten chess players
and the journalists.
1991-1993, Los Angeles, USA - Paris, France

Mitsubishi Corp. MAPS (rallye Paris-Moscow-Beijing with Rene Metge) –
Assistant of the Communication Director
1990-1991, Paris, France

Carrefour des Voyages, Travel Agency, Inbound Assistant Manager
1987-1990 – Paris, France

EXTRA - PROFESSIONAL ACTIVITIES

- **Chairwoman of Phare Ponleu Selpak Association (PPSA)** of 1000 students, budget over US\$1 Million. PPSA is a Cambodian non-profit arts school located in Battambang, offering support to children, youth and the surrounding communities through artistic, educational, social and community outreach and engagement programmes.
- **Active member of the French Chamber of Commerce of Cambodia**
- **Co-organizer of the commercial and cultural event "La Semaine Française" of Siem Reap** (4000 visitors in 2019)