

Mövenpick Hotels & Resorts appoints Vice President Sales to support its business expansion plans

Experienced hotel professional Julien Bonafous assumes new role created to drive sales strategy globally



Baar, Switzerland, 20th September, 2017: Mövenpick Hotels & Resorts has appointed experienced hotel professional Julien Bonafous as Vice President Sales, a new role created to support the hospitality firm's ongoing expansion drive.

Julien, whose 20-year career in the hotel industry has comprised several senior sales and marketing roles with key international players including Starwood, Hilton and InterContinental Hotels Group, is taking charge of Mövenpick's sales strategy globally, ensuring the potential of key guest feeder markets continues to be maximised as the company grows.

He will be responsible for leading the group's sales operations, which include 17 international and area sales offices worldwide; ensuring sales activity is aligned to key marketing, revenue and development objectives; plus consolidating top line performance across Europe, Africa, the Middle East and in Asia where the group's footprint is expanding at pace.

"Mövenpick Hotels & Resorts has a successful sales and marketing strategy in place, and as the company expands, with new hotels opening globally and many more in the pipeline, it is essential to support this growth by strengthening the commercial team," said Paul Mulcahy, Senior Vice President Commercial, Mövenpick Hotels & Resorts.

"We have therefore appointed Julien as Vice President Sales to spearhead a sales strategy that will ensure we continue to drive robust top line performance by maximising our sales potential in new and existing source markets. I'd like to welcome Julien to the executive team as we embark on this exciting phase in our business development."

Julien is an award-winning sales professional with extensive global experience and a proven track record driving revenue for leading international hotel groups.

Before joining Mövenpick earlier this month, he was Director, Global Sales Office, Middle East, Greece & Turkey for Starwood Hotels & Resorts. Prior to this, he was Director, International Sales, Middle East & Africa, at Hilton Hotels.

Julien is a graduate of the Vatel International Hospitality Business School in Paris, France, where he graduated with a major in Hospitality Management. He is fluent in French and English and has lived with his family in Dubai for the last decade.

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