

# Guillaume COUSIN

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## Current address

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## Permanent address

1, rue du Colombier  
45000 ORLEANS  
France

Age : 25 years old

Nationality: French



## CAREER OBJECTIVE

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To pursue a successful career with luxury hospitality actors as an executive in sales and marketing

## PROFESSIONAL EXPERIENCE

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- 2006 **PUDONG SHANGRI-LA, Shanghai, China**  
(5\* ; 981 rooms ; 12 restaurants ; Flagship hotel of Shangri-La Hotels & Resorts in China)
- Ongoing **E-Business Executive**
- Development of an e-marketing strategy. Management of the Communication and Distribution operations through the Web.
- (6 months) **International Management Trainee**
- Communication: implementation of all the promotions and e-marketing activities.
  - Cross exposure in Sales, MICE and Revenue Management.
- 2005 **RELAIS & CHATEAUX INTERNATIONAL**  
(Collection of 453 Luxury hotels and fine dining restaurants throughout 50 countries)
- (5 months) **Assistant Sales Manager (New York Office)**
- Assessment and Marketing development of the "Ecole des Chefs" culinary program.
- Assistant Coordination/ International Promotion (Paris Headquarter)**
- Promotion, Participation to several trade shows, showcases and other promotional events
  - Integration of Relais & Châteaux within the Luxury Alliance Extranet
- 2003 – 2004 **RITZ ESCOFFIER COOKING SCHOOL, RITZ HOTEL, Paris, France**  
(Culinary Centre of the Ritz Paris, 5\* ; 175 rooms)
- (8 months) **Assistant Director Ritz Paris Gourmet & Ecole Ritz Escoffier Paris**
- Brand development and sales analysis of the culinary products line "Ritz Escoffier Paris<sup>TM</sup>".
  - Interface with the American partners US FoodService & NextdayGourmet.com.
  - Project coordinator of the "The Ritz Escoffier Cookbook" Du Chêne Editions 312p.
- 2003 **FUTURE BRAND, Paris, France**  
(Brand Strategy Consulting Agency. A subsidiary of Interpublic & MacCann Erikson Group)
- (3 ½ months) **Assistant Brand Manager**
- Interface between product managers of major national brands and the creative department staff.
- 2002 **THE WESTIN TURNBERRY HOTEL, GOLF AND SPA, Scotland**  
(5\* ; 221 rooms ; one of the leading golf Resort in the world)
- (3 months) **Food & Beverage Waiter** (Room Service department)
- 2001 **PLAZA ATHENEE HOTEL, Paris, France**  
(5\* ; 188 rooms ; a Dorchester Group member)
- (3 months) **Assistant Director of Communication**
- Set up the new Communication department, organization of press events, internal newsletter.

## EDUCATION

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- 2005 - 2006 **SHANGRI-LA ACADEMY, Beijing, China**
- Advanced Hospitality Management Program (First Westerner to join this program)
- 2002 – 2005 **ESCEM, Ecole Supérieure de Commerce et de Management, Tours-Poitiers, France**
- Master Degree in Business Administration
  - MBA Semester at the Rutgers Business School, New Jersey, USA
- 2000 - 2002 **DUT TC, Diplôme Universitaire de Technologie, Tours, France**
- Techniques de Commercialisation, Undergraduate in Business and Sales Management

## LANGUAGES AND TECHNOLOGY

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French: native language

English: Fluent

Chinese: Beginner

Computer skills: Proficient with Microsoft Office ; ACT! ; Expresso ; Delphi

## INTERESTS

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Photography, Travels, Member of the IHEDN-ANAJ Association. (French Institute of Higher National Defence Studies)