

KAROLE COGHE

DIRECTOR OF SALES

CONTACT

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- Abu Dhabi, UAE
- Italian Nationality

TECHNICAL SKILLS

- Microsoft Suite
- PowerBI
- DataVision
- Salesforce

EXPERTISE

Leadership: Demonstrated ability to lead and inspire a diverse team, driving company-wide initiatives that enhance productivity and engagement.

Strategic Thinking: Proven track record of developing innovative strategies that address complex business challenges and deliver measurable results.

Business Development: experience in identifying new business opportunities and developing relationships with potential clients.

Stakeholders Relationship: Expertise in cultivating and maintaining robust relationships with key stakeholders, ensuring alignment and fostering loyalty across diverse business interests.

LANGUAGES

- English: Fluent
- Italian: Native
- French: Intermediate
- Spanish: Intermediate

PROFILE

A results-driven senior leader with over a decade of international experience in strategic sales, revenue management, and business development across luxury hospitality and diverse industries. Renowned for driving profitability through meticulous financial planning, innovative strategies, and stakeholder collaboration. Adept at empowering teams, optimizing operations, and delivering measurable results. Passionate about leveraging expertise in financial and operational leadership to create value in dynamic, cross-industry environments.

WORK EXPERIENCE

Director of Sales

Mandarin Oriental, Bangkok September 2024 - July 2025

- Managing a Sales Team of 16 people and supervising a Reservations Team of 11 people
- Planning and driving the execution of the hotel's 150th anniversary (2026) by setting up marketing assets, partnerships and ensuring a timely delivery
- Managing the US and UK markets (30% of business mix)
- Key Success:** Completed MOHG 14-month leadership programme MOve Forward.

Director of Sales

Mandarin Oriental Jumeira, Dubai July 2023 - September 2024

- Acting number 2 of the Director of Commercial Strategy in all meetings (owner's meetings, business reviews, revenue meetings)
- Managing a Sales Team of 7, focusing on their career development in line with the business needs
- Aligning pricing and sales strategy by conducting weekly reviews with the Director of Revenue
- Identifying market gaps and implementing an action plan to ensure consistent hotel positioning (to increase market share in emerging countries; to enhance guests experience through relationships with the trade)
- Key Success:** selected to attend MOHG 14-month leadership programme MOve Forward; achieved highest EBITDA since the hotel opening in 2023; driven the implementation of direct connectivity.

Associate Director of Sales (Acting DOS)

Mandarin Oriental Jumeira, Dubai Dec 2021 - June 2023

- Reporting to the Director of Commercial Strategy and managing a Team of 6 (direct reports) ensuring F&B and Room Revenue maximisation
- In charge of the UK market, the second largest since the property opened in 2019 (12% of business mix)
- Scheduling, preparing and attending Revenue Meetings, forecast and yield meetings, monthly departmental meetings
- Preparing and submitting budget, and creating a sales action plan accordingly
- Key Success:** achieved highest 2022 Room Revenue within Mandarin Oriental Hotel Group; becoming part of Virtuoso in January 2023.

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EDUCATION

Five Star Hotel Management

LUISS Business School

2012 - 2013

BA & MSc in Economics

University of Cagliari

2006 - 2011

ABOUT MYSELF

"The limits of my language mean the limits of my world."
Ludwig Wittgenstein

"The brave may not live forever, but the cautious do not live at all."
Richard Branson

INTERESTS

- Certified Health Coach
- Mental Health
- CrossFit and Hyrox enthusiast
- Leadership and Self-Development podcasts

REFERENCES

Available Upon Request

Senior Sales Manager

Mandarin Oriental Jumeira, Dubai

Apr - Dec 2021

- Managing the UK (second largest market), Italian and North American market
- Attending MOHG roadshows and trade shows
- Managing AMEX TLS portal, FH&R and Centurion programs
- Conducting regular sales calls to local DMCs
- Identifying new leads and converting enquiries in the fastest and most profitable way
- **Key Success:** Royal Penthouse top seller 2021 (1.6M USD).

Sales Manager

Mandarin Oriental Jumeira, Dubai

Oct 2018 - Apr 2021

- Managing UK & Europe, the Americas and APAC markets
- Positioning the property as the most prestigious hotel opening in the UAE in 2019, being the first Mandarin Oriental hotel in the Middle East
- Establishing long lasting relationships with local DMCs and becoming the main point of contact for Tour Operators and Travel Agencies in the markets of competence
- **Key Success:** UK became the second largest market after 9 months from the opening (12%); achieved Room Revenue budget 2020 despite COVID-19 pandemic.

Previous Experiences

Assistant Director of Sales

The Marylebone, The Doyle Collection, London

Mar - Oct 2018

Cluster Sales Manager

The Doyle Collection, London

Sept 2016 - Apr 2018

Travel Relations Executive

L.E/Miami, This is Beyond., London

Oct 2014 - Aug 2016

Receptionist

Haymarket Hotel, Firmdale Hotels, London

Feb - Oct 2014

Sales & Marketing Coordinator

Forte Village, Santa Margherita di Pula

May - Oct 2013