

Guendalina Fattori

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Profile:

A highly skilled business development executive with over 20 years' experience in an international corporate environment as well as the non-profit and travel sector. Determined and committed to delivering at the highest standards.

Key Skills:

Account Manager & Client Liaison:

- Initiated, developed and sustained client relationships, establishing lucrative and recurring deals with UNESCO, RAI, Singapore National Museum, Hong Kong Museum of History, RAK Tourism Board, MNET, NIPPON Television on behalf of BBC Worldwide, Reuters and Screenocean.
- Established a working relationship with BBC Wildlife Fund's partners in order to administer their grant money.
- Sourced and secured pima cotton manufacturers in Peru for a new line of infant wear in the UK for Tiny & Tiger.
- Managed my own business as a Travel Counsellor in the UAE.
- Managed Azraq's sponsorship with new and existing partners such as Lush, SipStick, SeaYou, GAC, Warehouse Four, Zero Gravity and Maison Mathis.
- Reviewed and addressed collaboration requests for STA, from parties requesting access to KSA for travel promotions and programmes.

Marketing & Business Development:

- Represented BBCW and Screenocean at trade fairs globally.
- Introduced and maximised the exposure and penetration of BBC brands (e.g. Strictly Come Dancing, Top Gear, BBC Earth) in the Middle East, Europe and Africa.
- Founded *Tiny & Tiger*, a children's wear manufacturing company, and navigated the complexities of import tax, company incorporation procedures, and scrupulously followed the relevant tax regulations and legal requirements.
- Managed Azraq's involvement and promotion of the *Ocean Film Festival* and the design of the trophies.
- Identified and liaised with potential partners in the Travel App space for STA.
- Built a client base from scratch, sourced and maintained supplier partnerships while managing my own business at Travel Counsellors UAE.

Finance & Strategy:

- Overall responsibility for Annual Budget, Quarterly Budget Forecast and Programmes Investment Projections for BBCW's Emerging Markets Team.
- Managed grant giving for the BBC Wildlife Fund 2011 Appeal by awarding £1.2m to 37 different projects.

- Developed and implemented BBCW sales strategies for Africa, Middle East and Poland and a *Working Practice Paper* for BBC Channels.
- Created a business plan and financial model for Tiny & Tiger and Travel Counsellors.
- Manage Priority Management's financial operations including Book-keeping, Invoicing and Credit Control.

Sales and Negotiations:

- Managed and consistently delivered against a sales target of over £7 million at BBCW.
- Responsible for commercial negotiations and contractual stipulations on complex, multi-million-pound deals.
- Delivered a 30% revenue increase in traditionally low-profit markets in the Middle East and South Africa for BBCW.
- Re-packaged Screenocean's products to appeal to a previously untapped sector and clients.
- Negotiated Azraq's sponsorship agreements and secured cheaper solutions for Azraq's sustainable merchandise and environmental documentaries screening venues.

Leadership & Management:

- Set up and led a scheme to categorise and service BBCW's clients (*Key Account Management*) implemented throughout the Sales & Marketing departments of BBCW.
- Managed and recruited a team of Support and Sales Executive staff at BBCW, and was responsible for their performance, career development and training.
- Hired and manage an external accountant to look after VAT and Corporation Tax for Priority Management.

Employment:

Travel Counsellors – Dubai, UAE Franchise Owner	May '25 – Present
Priority Management – Dubai, UAE Finance Manager	Sept '22 – Present
Saudi Tourism Authority – Dubai, UAE Snr Consultant – Special projects	Jan '23 – Dec '23
Azraq ME – Dubai, UAE Strategy & Operations Manager Board Member (Secretary)	May '19 – Jan '20
Screenocean Ltd. – Dubai, UAE Business Development & Licensing Manager	Feb 17 – Oct '18
Sky Vision – Dubai, UAE Consultant – ME	Mar – Oct 2014

Tiny & Tiger – London, UK Founder	2011 – 2013
BBC Wildlife Fund – London, UK Business Development Manager	Feb – Jun 2011
BBC Worldwide (BBCW) – London, UK TV Manager	2006 - 2011
BBC Worldwide (BBCW) – London, UK Senior Sales Executive – Africa & Middle East	2004 - 2006
BBC Worldwide (BBCW) – London, UK Assistant Sales Executive TV & Publishing	2001 – 2004
Lotus Diving, Byron Bay Dive Center – Thailand and Australia Dive Master	2000 – 2001
Cross Air – Zurich, Switzerland Flight Attendant	June - Nov 1999
Brighton & Hove Council – Brighton, UK Performance & Quality Team Assistant	1998 - 1999

Additional Information

Languages: Bilingual in English and Italian.

Software Experience: Adobe Illustrator/ Photoshop/Lightroom, Microsoft Office, SAGE, Salesforce, XERO, Phenix.

Education:

Psychology of Neuroscience Diploma King's College London	2020 – 2021
Behavioural Science BSc University of Nottingham	1995 – 1998
American School Diploma American School in Japan – Tokyo, Japan Singapore American School – Singapore International School of Stockholm – Stockholm, Sweden	1991 – 1995