

MARRIOTT

30 MINUTES WITH...

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DIRECTOR OF SALES & MARKETING

What is your job and how is your daily routine?

As Director of Sales & Marketing, we've set a goal, we want to be in the mouth of everybody, being the hotel which all our clients have as the main option to hold their events. We don't want to be one more in the market, we should be the hotel which offer value to the event. Difference ourselves, knowing that our CORE Business is the MICE client and we need to focus on it and specialize in it.

In order to achieve the goal set, we've created a strategy, from the first person who receive the proposal until the last colleague which is in charge of the operative and the billing. Having clear what are the steps to follow. All the journey has moments and opportunities in order for the client to live experiences and all of them help the client to be the best ambassador. This situation allows us to keep having the most loyal clients and welcoming the new ones.

For being able to carry out a good selling, there're lots of points to have in mind, as qualitative as quantitative. As I said before, the set strategy will be the best route to follow, and we trust that it'll be so, up to date we should be proud of what we've achieved.



In a hotel where the personalization is the main feature being a venue with such an impressive dimension. How the success is achieved with these features?

We've in mind and we know where the hotel is, so it could be a handicap not being located in city center.

We need to be aware of the advantage we have comparing to our main competitors. We've a congress center and an impressive Auditorium for up to 2.000 people, besides the rest of the services of the hotel. We know that, from a certain number of attendees, the competitors in this country will be reducing, but at the same time, the number of Europe venues are increasing. And this is where the Madrid & Spain brand enter in the scenario. If we add to all this the professionalism provided by all the employees of the Hotel, we'll value that our product is unique.

What differentiates you from the rest?

We're part of the **Marriott family** so that's a guarantee stamp.

In order to being able to offer the service we demand, we've a very qualified staff. All the departments of the hotel have a really service DNA, and if we add their professionalism and experience, help us to trust and believe in the product we're selling.

It's very important to know all your clients 'needs and, nowadays, the best who handle their information, more productivity could have from their business. Marriott also give us a lot information and with its tools we can obtain very interesting and useful data information in order to focus our sell.

How is the relation inside the department?

The relation in the department is very good. We're a department of 20 people and, as you can imagine, inside the hotel there are a lot of experiences, as extern client as intern one, and it makes the routine doesn't exist. There are many moments of laughter and stress, but in the end, we always find one of our colleagues with whom we can support ourselves. Everything can be discussed among us, we reject the politics of fear, and together we all add up. The trust we have among us is a great asset of the team as the key to success.

What means the support of Marriott brand for you?

It is clear that being part of the largest chain in the world is a plus, since it was decided to be part of Marriott, we knew that we would be given more opportunities and their support would be continuous. We're the Marriott Hotel where could hold the biggest events in Europe.



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It has positioned us in the international market, a very important fact because most of the events come precisely from North America and the rest of Europe. When you don't know the destination and the product, it's difficult to have confidence in it, but by going hand in hand with Marriott International we're giving the customer a security, a complete quality in the service. They look at us and listen in a different way.

Has the client typology changed with respect to your previous stage?

I wasn't in the previous stage, but I was in Madrid working for another chain. From what I have been told, the hotel hasn't stopped being focused on holding events and congresses due to its capacity. The big change has been the considerable increasing in the number of requests from the International market. A client who is willing to spend more and enjoy more services, all accompanied by a requirement, implying that the staff of the Hotel is becoming more multicultural and be able to understand better the needs of all customers.

How do you imagine the hotel in a few years? How would you like to see it?

The hotel won't stop innovating and being up to date, but we need to be aware that the client's demand is increasing. We cannot forget that we're in a business that offers experiences and seeing the evolution of technology, I think we should look for that balance so that doesn't overshadow the value of our field, the service.

I love seeing the evolution and implantation of technology in our field, I know that it still has a long way to go, but I'm a great defender of the tandem between people and technology.

I'd like to see us as a pilot hotel within Marriott International for all its innovations.

What is the importance of the vocation of service in the hotel?

It's very important, I'd dare to say that's all. We have spaces, but if we don't give them life and we won't generate value, I doubt we're talking about a Hotel. We'd be a meeting place without any differentiation. We also bet a lot on the training and in our Hotel the talent and vocation of the associates is essential and patent.

Define the hotel in three words.

Service, quality and agility.

Why agility?

It's impressive to see how a Hotel with 15,000 m2 in spaces and 869 rooms is capable of carrying out several events at once or one of 2,500 people. The dynamism and power of transformation is spectacular. There's always a way to offer what the client requests and creativity is present at all times. The areas of the hotel that are focused for one use, will be for another use at night.

Personally, what the Marriott experience has meant for you?

It has meant to be part of a constant learning and the chain is very clear that people come first.

Being around the world and exchanging impressions with colleagues in countries that are so different culturally allows you to have unique knowledge. Experience which I consider essential in our lives, even more in an increasingly Globalized world.

