

BIANCA NICOLE FRANQUI

Brooklyn, NY 11215 ■ 973-202-7036 ■ bianca@bngssolutions.com ■ [LinkedIn](#)

PROFESSIONAL EXPERIENCE

BNGS Solutions

Principal

New York, US

Jan 2023-Present

Owner of a consulting firm that provides organizations with sales operations expertise, including custom team trainings and 1:1 coaching, new hire onboarding and development plans, and process refinement and implementation. Learn more at www.bngssolutions.com

BCV, a RateGain Company

Vice President, Sales & Revenue Operations

New York, US (remote position)

Oct 2021-Nov 2022

- Managed go-to-market strategy development for BCV Americas Sales, including ongoing mentorship for five direct reports, territory deployment, commission plan, and day-to-day process improvements.
- Supported Client Services team to expand business and drive renewals, utilizing insights gleaned from the Analytics team to develop strategic initiatives.
- Collaborated cross-functionally with global teams to implement processes and strategy related to new products.
- Led global task force focused on improving productivity through Salesforce optimization.

Sales Director

Jul 2017–Oct 2021

- Built and nurtured strategic relationships with top stakeholders in the hospitality industry to sell social media and digital marketing services.
- Negotiated global hospitality brand deals ranging from \$500k-\$1mil+ in collaboration with RateGain's international leadership.
- Led sales operations projects focused on improving productivity through processes redesign and Salesforce optimization.
- Proactively developed and deployed a holistic onboarding program for new sales managers.

Shangri-La Hotels and Resorts - Global Sales Office

Director of Business Development

New York, US

Dec 2014–Jul 2017

- Oversaw portfolio of accounts totaling \$5 million and acted as primary liaison between the customer and our hotel property teams at Shangri-La Worldwide – 100+ hotels and four brands in APAC, the Middle East, Europe, and Canada.
 - Successfully negotiated two global Master Services Agreements with Fortune 500 corporate accounts.
 - Meetings & Incentives team's top performer in 2015, 2016 and Q2 2017.
- Executed high-level sales presentations/webinars, outbound familiarization trips in collaboration with property teams, client events, and other industry related functions to develop new business.
- Mentored and trained junior sales and administrative staff and assisted our remote team lead with on-site leadership.
- Led hiring for administrative staff including vetting resumes and conducting first round interviews.

Shangri-La Hotels and Resorts - Kerry Hotel, Beijing

Sales & Marketing - Account Manager

Beijing, China

Jun 2013–Sep 2014

- Grew international meeting business from North America, the United Kingdom, and Australia.
- Participated in sales missions in Jakarta and Manila to uncover new accounts and increase brand awareness.

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Sales & Marketing - Events Manager

Apr 2012–June 2013

- Coordinated logistics for events and groups including all interdepartmental communications and on-site operational support.
- Strategically managed guest room and meeting space allocation to minimize impact to ongoing events during the hotel's final phase of a complete renovation.
- Managed the hotel's first **Official NFL Super Bowl Live Viewing Party** in collaboration with NFL China. Duties included all aspects of planning and execution including:
 - Arranging accommodation and hotel events for several current and former players and cheerleaders.
 - Facilitation with hotel leadership and NFL China team covering ticket sales, staff education, menu creation, AV, security, client handling and vendor arrangements.

ADDITIONAL

Middlebury College, Class of 2010, Bachelor of Arts, Cum Laude

Languages: Conversational Spanish and Mandarin Chinese

Technical: CRM software, Sales Enablement software, Microsoft Office Suite, Google Workspace