



CALLUM WILLERTON

EXPERIENCED SALES LEADER
SEEKING SINGAPORE BASED ROLE

OBJECTIVE

Experienced sales leader with 10+ years of success, seeking a role in Singapore to drive growth, mentor teams and strengthen client relations in a forward-thinking organization.

EXPERIENCE

SENIOR SALES EXECUTIVE • SYTNER BMW & MINI UK • OCT 2019 - OCT 2023

- Acted as the primary deputy for the new cars manager
- Coached and trained team members
- Top sales exec with individual profit of \$1.5MM SGD per year, continuously overachieving sales targets and customer satisfaction KPI's

REVENUE/FRONT OF HOUSE MANAGER • GALLEON HOTELS & EMINA ESTATES UK • DEC 2016 -OCT 2019

- Led and developed the FOH team (10+) at two sites
- Responsible for revenue management and profit generation
- Led negotiations with booking platforms and corporate accounts
- Drove performance reporting and strategy reviews with CFO/CEO
- Spearheaded a change in room rate management resulting in revenue increases of 20% annually

ASSISTANT MANAGER • THOMAS COOK UK • 2007 - 2016

- Led and motivated team of 6
- Responsible for delivery of sales & profit targets of a store with \$8.5MM SGD annual turnover
- Developed and deployed store action plans

SKILLS

- People Leadership
- Business Development
- Customer Service Excellence
- Revenue Growth Management
- MS Office & CRM Systems

EDUCATION

BA AIR TRANSPORT MANAGEMENT • 2010 - 2013

Buckinghamshire New University, UK. 2:1 Hons Degree

INTERNATIONAL BACCALAUREATE • 2008 - 2010

The Henley College, UK.

CONTACT



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