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Accomplished partnership specialist and supplier manager with extensive business development experience within the events, hospitality and travel industries. Specialising in creative partnerships, project management, product development and B2B and B2C sales. A strong collaborator and communicator with proven abilities in identifying and developing global strategic relationships driving growth and brand visibility.

Employment History

Guava Amenities (Hospitality) – Singapore

May 2024 - present

Partnerships & Collaboration Specialist (B2B & B2C)

- Engaged with hotels across the APAC region to present Guava Amenities, effectively building relationships with key decision-makers, and driving product adoption.
- Led face-to-face and virtual presentations with B2B & B2C clients, establishing a pipeline of interest.
- Spearheaded the research & development of in-house brands future product lines based on market trends, focusing on material substitution, sustainability, natural ingredients, pricing, and presentation, resulting in the expansion of our product portfolio and new revenue streams.
- Worked strategically with external brands to curate and develop their own hospitality range focusing on their value propositions and collaborating on formulas and packaging design.
- Project managed the development of Guava's new eCommerce website, proposing strategies and collaborating with internal teams on copywriting, pricing, and selecting impactful imagery to enhance user experience and brand positioning.
- Oversaw social media advertising campaigns and designed company material for clients, ensuring brand messaging aligned with company goals and effectively communicated value to either B2B or B2C audiences.
- Cultivated and managed external retail partnerships to drive product distribution and increase brand visibility.
- Drafted and executed partnership contracts.
- Collaborated closely with internal stakeholders such as the CEO, designers, logistics, sales, and purchasing teams to ensure internal improvement of communication, product development and delivery processes.

CWT Singapore – Global Supplier Management

August 2022 – October 2023

APAC Lead, Meetings & Events

- Leading partner strategy and growth across APAC region with key trade suppliers on behalf of CWT Meetings & Events.
- Expanding and maintaining a global portfolio of existing relationships with hotels, Destination Management Companies, Tourism & Convention Bureaus across APAC.
- Improving contract negotiations with strategic partners with the aim of maximising revenue mutually benefitting CWT, our suppliers and our clients.
- Partnering with internal and client facing teams to develop supplier management strategies to further best practices and global collaboration.
- Account management – providing ongoing consultative support to preferred suppliers sharing unique data and market insights, quarterly business reviews, actioning marketing plans, and team engagements.
- Liaising with sales, operational and sourcing teams to effectively communicate and execute global supplier agreements, promoting supplier engagements and activities.
- Identifying new supplier opportunities based on demand, footprint and commercials, attending trade shows and exhibitions, promoting CWT's unique value proposition within the marketplace to drive awareness of brand and build long term profitable relationships.

CWT Singapore – Global Commercial Operations

October 2018 – August 2022

Sales & Retention Co-ordinator

- An integral, centralised, global support role covering APAC, EMEA and NORAM. Actively participating and contributing within a global team, leveraging best practices across regions and developing greater integration and efficiencies across Global Commercial Operations.

- Workforce project planning and scheduling, assigning forthcoming projects to bid team
- Managing a centralised mailbox supporting requests for bid team, dealing with time sensitive RFP's, RFI's, presentations and executive summaries.
- Reviewing proposals for complexities & compiling complex country product matrixes with local nuances and specific information.
- Weekly team reporting on active projects and forecasting forthcoming opportunities in the pipeline.
- Researching specific requests for our internal customers, liaising and building relationships with subject matter experts.

Employment pause while raising our son 2014-2018

Moved to Singapore October 2013

ASME (Association for the Study of Medical Education) – UK 2009-2013
Conference & Events Co-ordinator

- Solely responsible for the planning, administration and management of all conferences, courses and workshops on behalf of ASME, autonomously managing a portfolio of over 12 events annually.
- Sourced and negotiated venues, managed budgets, created proposals and oversaw the entire event cycle.
- Created conference and exhibition programs with complex event scheduling ensuring the smooth operation of all events.
- Collected and analysed post event feedback, recommending improvements for future events
- Managed event forecasting and cost control for all events.

Property Sales Negotiator/Valuer - UK 2003-2008

12 Months of independent worldwide travel 2002-2003

Hospitality, Sales Executive & Office Manager positions – UK 1999-2002

Education

Napier University – Edinburgh, UK 1996-1999
 BA Degree Hotel Services Management

Mary Erskine School – Edinburgh, UK 1990-1996