

Wael Daoud

Commercial Director | Director of Sales | Director of Sales and Marketing

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Professional Summary

Commercial Director with 12 years' international experience driving revenue growth across luxury resorts and upper-scale hotels with global brands including IHG Hotels and Resorts, Kempinski Hotels and Resorts, Dusit Hotels and Resorts. Experienced in leading Commercial Strategy, managing High-Performance teams, and partnering with ownership and executive leadership to maximize asset performance and profitability, specialized in luxury resort environments across GCC, Europe, UK, The Americas and south East Asia Markets.

EDUCATION

Bachelor Degree in Business Administration, B.B.A Major (Management)
Lebanese International University (LIU)

10/2010 - 07/2013
Tripoli, Lebanon

GPA: 3.1/4
Honor's Program
Dean's List

Professional Experience

Director of Sales and Marketing

IHG Hotels and Resorts – Holiday Inn Meydan (Franchise)

12/2024 – 12/2025

Saudi Arabia – Riyadh

- Led Corporate Strategy for a 300 Keys upper-scale hotel, managing key Global Accounts and Multinational accounts through **direct contracts, Agency 365, DMC/s, TMC's and RFP's**
- Secured Preferred Corporate agreements and negotiated annual RFP's and global rate contracts, optimizing yield and long-term revenue stability.
- Partnered with IHG regional headquarters and Key Account Directors to support global RFP cycles and strategic business cases.
- Conducted competitive Benchmarking and market analysis to identify growth opportunities.

Director of Sales – (Luxury Leisure Segment & Wholesale)

Kempinski Seychelles Resort Baie Lazare (140 Keys)

12/2023 – 11/ 2024

Seychelles – Mahe

- Generated **USD 10M annual revenue** through bespoke luxury packages targeting premium travelers across Europe and the Middle East.
- **Increased RevPAR by 30% via dynamic pricing**, tactical seasonal offers, and alignment of sales and marketing strategies.
- Delivered **20% growth in leisure and group bookings and 15% ADR uplift** by expanding into Turkey and Eastern Europe.
- Built strategic partnerships with leading DMCs, B2B partners across UK, France, Spain, Italy and DACH
- Contributed to strengthening brand positioning, supporting recognition as a top luxury resort in Seychelles.

Director of Sales – (Leisure Segment)

Dusit Thani Maldives Resort (94 Keys)

08/2020 – 12/2022

Maldives – Baa Atoll

- Drove multi-market revenue Strategy across GCC, UK, India and Southeast Asia.
- Achieved **35% revenue growth, including USD 2M during peak and festive seasons.**
- Increased **ADR by 40% (up to USD 1,250) through targeted pricing strategies for high-value markets (GCC, UK, India)**
- Expanded India market share by 25% via strategic partnerships.
- **Secured 25% of room nights Through consortia Channels (Amex, Dnata, Virtuoso, Emirates Holidays).**

Sales Manager – (Luxury Leisure and Lifestyle segment)

Vakkaru Maldives Resort (112 Keys)

08/2017 – 07/2020

Maldives – Baa Atoll

- Supported pre-opening commercial strategy, contracting partners and establishing distribution across EMEA and GCC, UK, DACH and French Markets.
- **Increased Room Nights by 30% across GCC, UK and DACH Markets.**
- **Achieved ADR levels up to USD 1,500**
- **Strengthened consortia contribution to 25% of total room nights.**
- Developed KPIs and optimized upselling and cross-selling strategies.

Sales Manager – Corporate (Short, Long Term and Extended Stay)

IHG Hotels and Resorts – Intercontinental Hotel Riyadh (275 Keys)

03/2015 – 07/ 2017

Saudi Arabia - Riyadh

- Managed high-value corporate accounts across Oil & Gas , FMCG, Government and Embassies.
- Led Negotiation with Multinational companies including **Aramco, SABIC and Nestle.**
- **Collaborated with KAD's in the GCC, Europe and Worldwide Regions on strategic partnerships.**
- Managed TMC's and DMC's including CWT, BCD Travel, ATPI and Dnata.
- **Generated USD 8M Saudi Riyals annual revenue and achieved 40% GCC segment growth.**

Sales Executive – MICE and Catering

IHG Hotels and Resorts – Intercontinental Hotel Al Jubail (228 Keys)

01/ 2014 – 03/2015

Saudi Arabia - Jubail

- Managed and responded to RFPs for meetings, conferences and large-scale events.
- **Generated USD 2.5M in groups and events revenue.**
- Coordinated full MICE cycle from RFP evaluation to execution and post-event reporting.

Languages and Skills

Languages

Arabic: Native

English: Native

French: Professional

Skills

Microsoft Office (Word, Excel, Power-Point, Outlook 365), CRM (Zendesk, Sales Force), Opera and Opera Cloud, Macros, Oracle JD Edwards

References

References Available Upon Request.