

CRAIG JACOBSON

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SALES MANAGER | PARTNERSHIP MANAGER | SUPPLIER MANAGER

B2B COMPANIES — RETAIL & CORPORATE TRAVEL (AIRLINE, CRUISE, AND TOUR WHOLESALERS)

"Driving Growth and Profitability via Multi-Channel Partnerships and Industry Alliances."

Global Sales and Marketing Manager ... meeting and/or exceeding set growth targets through solution-based sales and marketing delivery, metrics-driven account management, and ROI-focused portfolio leadership.

Seasoned B2B Operations Leader... stimulating revenue and market share performance through orchestrating continuous operational improvements (processes, policies, and systems) and effective stakeholder engagement (at all levels).

Influential Negotiator and Communicator ... outpacing market competitors through cultivating and maintaining win-win alliances with industry stakeholders, business networks, and multi-channel partners (domestic and international).

\$1.5B+ Customer Revenue Portfolio Led | >81% Market Share Growth Delivered | \$13M B2B Business Produced Personally

VALUE OFFERING

New Business Development Strategy & Execution – Customer Acquisition & Retention – Solution Development
B2B Sales & Marketing Operations Management – Business Process & System Improvement – Proposal Writing
Global / National Strategic Account Management – Market Growth (Local & International) – Metrics Development
Complex Contract / Bid Negotiation & Closing – P&L Management | Cost Control – Campaigns & Promotions
Corporate Portfolio Development & Management – Stakeholder Management (Internal / External) – Product Advisory
Revenue Growth & Optimisation – Talent Development – Multi-Channel & Supplier Partnerships

Technology and Productivity Tools: Sabre – Amadeus – Galileo – Salesforce – Zoho – Slack – Trello – Xero – Atlassian
– MS Office (Word, Excel, and PowerPoint)

PERFORMANCE HIGHLIGHTS

MARKET SHARE OPTIMISATION

Drove passenger growth by 52% YOY after delivering impactful online market share and branding improvements via win-win "shared revenue program" to all online travel partners/affiliates.

BILLION DOLLAR PORTFOLIO MANAGEMENT

Entrusted by Senior and Executive Management to manage national \$1.5B+ sales portfolio for 6 consecutive years—leveraging strong industry channel partnerships across vertical markets.

GROWTH DEVELOPMENT

Surpassed revenue target by 17% in first year after generating \$13M (personal) and \$26.4M (team) in new B2B sales within 12-month period.

PROFESSIONAL EXPERIENCE

VIRGIN AUSTRALIA | MELBOURNE, VIC | 2015 — CURRENT

One of Australia's largest airlines serving 42 cities with 98 fleet size and \$5.4B+ revenue.

NATIONAL SALES MANAGER

Headhunted to oversee end-to-end strategy planning, relationship development, and account management of Virgin's largest national accounts to propel market share and revenue growth with \$900M P&L oversight. Drove continuous engagement with key industry partners through cost-efficient sales initiatives and high-impact marketing campaigns/promotions.

Cemented ANZ market reach (Australia and New Zealand) by serving as SME in deploying targeted multi-marketing solutions ahead of 3-month deadline—in collaboration with Senior Stakeholders and Technology Partners.

- **Improved online market share performance and strengthened brand awareness** after launching win-win “shared revenue program” that delivered mutually beneficial sales incentives and exclusive deals to online travel partners/affiliates.
 - Accelerated passenger growth by 52% YOY.
 - Added \$320K increase in international sales and \$120K in domestic sales.
- **Turned around underperforming supplier partnership (known for large customer base)** by developing and implementing ROI-driven commission program focused on improving market and revenue share growth.
 - Boosted base revenue to 18% YOY.
 - Increased passenger number by 27%.

INTREPID TRAVEL | MELBOURNE, VIC | 2012 — 2015

Leading trusted business travel agency offering cost effective travel solutions throughout Australia, New Zealand and the world.

NATIONAL SALES MANAGER – AUSTRALIA

Recruited to drive aggressive planning, execution and delivery of national sales plans and pipelines, including lead generation, global partnership building, sales training (new managers), B2B tenders management, and IT solution implementation.

Surpassed revenue target by 17% in first year after generating \$13M (personal) and \$26.4M (team) in new B2B sales within 12-month period.

- **Enhanced sales team capability** to plan, track, manage, and report after leading implementation of new “Corporate Hub” software solution—acted as Project Manager.
- **Won \$8M+ contracts for University of South Australia (2/16) and MERCK chemicals (10/16)** through leading national team throughout complex RFP bidding and negotiations.
- **Strengthened global alliances with ATG and GSM global networks** by reinforcing company’s commitment to promoting mutually beneficial, long-term industry relationships and delivering customer service excellence.

QANTAS AIRWAYS | MELBOURNE, VIC | 2008 — 2012

ASX-listed flag carrier of Australia with \$7B+ revenue operating in 85 domestic and international locations globally.

MANAGER – NATIONAL RETAIL & CORPORATE TRAVEL INDUSTRY ACCOUNTS

Promoted to accelerate revenue and share performance of Qantas two high-profile industry accounts (\$1.5B+ portfolio value) encompassing Key Travel Industry Chains, Flight Centre Group, Carlson Wagonlit, and Corporate Travel Management. Delivered solution-based growth strategies, marketing approaches, and account leadership initiatives to multinational teams. Led commercial negotiations, forged industry local and overseas partnerships, controlled budgets/costs, and facilitated revenue forecasting and reporting to Senior Management. Directed 6 account managers (indirectly) nationally.

Entrusted by Senior and Executive Management to manage national \$1.5B+ sales portfolio for 6 consecutive years—leveraging in-depth knowledge and expertise of Qantas customer base across vertical markets.

- **Surpassed revenue and share targets while maintaining flat cost of sale YOY despite heavy market competition** through value-driven solution selling, KPI-integrated contract negotiations, and risk-controlled channel partnership development.
 - Accomplished 100% revenue goals for 3 successive years (FY12 to FY14), including Flight Centre & Carlson Wagonlit’s domestic and international share (51% upward projection) targets.
 - Increased domestic revenue to 5.5% (2014) versus LY by closing renewal negotiations for Flight Centre Group.
 - Hit Qantas domestic AUS corporate market share of >81% (2014/15) with zero decline versus previous year.
- **Enhanced customer’s revenue-earning rate** by successfully shifting focus on upselling—higher yielding travel fares with better commission earnings—after eliminating commission payments for lower-end baseline domestic fares.

EARLY CAREER

NATIONAL SALES MANAGER | G Adventures | Melbourne, VIC

Won \$7.3M+ in new and existing business accounts since 2005 through strategic national sales and account management expertise, including driving cost reduction programs and technology implementations.

CREDENTIALS

Diploma in Travel and Tourism, Travel Training College, Brisbane, QLD

Train the Trainer, British Airways Plc, Sydney, NSW

Certificate IV in Management (Customer Service and Conflict Resolution), Qantas Airways, Sydney, NSW

Volunteer News Broadcaster, Joy 94.9 Radio Station, Melbourne, VIC, 2017 – Present

Member, BNI (Business Network International), Melbourne, VIC, 2015 – 2017

TESTIMONIAL

“I referred a number of corporate and individual clients to Craig for a variety of different travel needs. The feedback was always exceptionally positive, and each client found Craig a pleasure to work with, as I do. We have formed a wonderful professional relationship and often meet to discuss potential business opportunities for each other and to brainstorm business development strategies.

Craig would always go the extra mile, was very resourceful and professional. Craig was clearly a very valuable and well-connected member of our BNI (Business Network International) Group in Brighton, Victoria. He was the group's 'go to' for any travel related enquiry or potential corporate introduction.

Craig has a skill set and personal brand that would be an asset to any company he works for.”

—Stella Wang, CEO, Intrepid Travel