

# Cristina Ventura

## Career

### **Resort Management Director**

#### **[Longevity Resort Management](#)**

November 2007 – Present (1 year 6 months)

Prepare and control P&L; Support the product & services definition for each Tourist Operation; Support the competitive bidding process for each Tourist Operation; Develop HR recruitment & selection plan for each Tourist Operation; Develop local & international distribution network; Coordinate MKT & Sales activities for each Tourist Operation; Coordinate Tourist Website; Quality control of product & services; Coordinate Investor's reporting; Support Tourist Operation teams; Develop & promote lifestyle services.

### **Manager Properties & Aparthotel**

#### **[Longevity](#)**

May 2006 – November 2007 (1 year 7 months)

Analyze, propose and negotiate the tourist management operation of private properties and apart-hotels; Definition of the P&L of several tourist operations; Development of Marketing and Pricing strategy per operation; General Management of apart-hotels; Private property management.

### **Marketing & Business Development**

#### **[Longevity Mediação Imobiliária](#)**

October 2004 – May 2006 (1 year 8 months)

Definition of marketing & promotion strategy to address international markets; Definition and negotiation of distribution channels; Negotiation of partnerships with renowned international suppliers of financial, off-shore, legal and relocation services, fiscal, tax and retirement planning; Development of creative activities to attract clients and investors; Client's follow-up; Management of the company website.

### **Marketing Manager Swatch**

#### **[Tempus Internacional](#)**

2002 – 2002 (less than a year)

Prepare Annual Business Plan and participate in the negotiations with Swatch HQ; Team coordination - 2 Product Managers, 4 Sales Promoters and 1 Logistics Supervisor; Regular reporting to Swatch HQ; Budget Control ; Planning and implementation of advertising campaigns per product category; Negotiation and buying of media; Analyze, select and launch product collections; Definition of price structures; Follow-up of franchising structure (stores and kiosks) and of Boutique dos Relógios chain in terms of orders, stocks, communication e merchandising; Process management of new shop openings - Kiosk Oeiras Shopping and

Almada Shopping Store; Order planning (to Swatch factory) and stock management; Launch and coordination of social marketing project “Swatch FRALDINHAS”; Managing and monitoring PR agency; Coordination of “Swatch Club”.

## **EU Brand Marketing Manager**

### **Philip Morris International**

2000 – 2002 (2 years)

Regional coordination of MKT plans – Marlboro/L&M/Chesterfield (facilitate regional approval process, secure continuous exchange of information, explore synergies to avoid duplication of work, provide strategic support to 14 local markets); Regional Brand Management of Philip Morris brand (develop EU mainline campaign, special pack editions, and drive the markets in its local implementation); Leadership of EU Labeling Directive Project – changing of all EU packaging for global portfolio; Contribute to new product initiatives; Development of pool book for event packaging activities; Initiate and lead a Regional Synergies Forum; Prepare new communication platforms to be used under Ad Ban scenarios; Develop together with Corporate Affairs, Legal and Packaging Departments strategic and tactical approach to address EU Directives; Management of EU HQ Trainee Program (integration, training and continuous coaching of trainees in short assignments within MKT Department).

## **National Brand Group Manager**

### **Tabaqueira**

November 1998 – March 2000 (1 year 5 months)

Define short and long term strategies for the National Brand Portfolio – SG/ Português Suave; Prepare Annual Budgets and Brand Plans to present and get approval from HQ; Identify market opportunities for new product development, prepare and implement launch plan - New Português Suave KS Box; Evaluate, propose and prepare launch plan for line extension based on flavour and packaging differentiation; Develop and optimize cross-functional relationship in order to achieve business objectives – Sales, Operations, R&D, Legal, Corporate Affairs; Continue to develop mainline image campaign for SG; Develop product specific POS campaigns for SG; Lead agency competitive bidding for SG and propose new agency to HQ; Tracking and process packaging projects for company portfolio (eg Green Dot Introduction); Management of RYO, Cigars and Little Cigars business.

## **SG Brand Manager**

### **Tabaqueira**

September 1997 – October 1998 (1 year 2 months)

Prepare Brand Plan and get it approved by local management and EU HQ; Manage Advertising Agency to deliver Brand Communication; Provide guidance and direction to the Sales Force and respond to their needs; Define and co-ordinate implementation of Sales Cycle; Propose retail incentive programs and co-ordinate execution with Sales Department; Develop and implement new product - SG Ventil Lights RS Soft; Initiate, lead and co-ordinate pack face lifting for all SG brands, product standardization and price repositioning; Control Direct Marketing Expenses; Brief Market Research Department in order to get information on all brand dimensions; Effectively exploit available sponsorship opportunities by developing a new rally team - Peugeot Esso SG Silver Team.

## **MKT Sagres**

### **Central de Cervejas**

1995 – 1997 (2 years)

Participate in the definition of advertising strategy and propose best marketing mix; Establish and track Media Plan; Develop volume and image building activities oriented to all trade channels and consumers; Leadership of promotional program “Sagres Euro’96”; Negotiate and track local implementation of special sponsorship events (National Football Team, Surf Championship, Motard Meetings, University Parties, Fashion Events, Concerts); Budget control; Participate in long term packaging projects (new bottles and labels); Develop corporate image (factory, warehouses, wholesalers, distribution vehicles).

## Education

### **Escola Superior de Hotelaria e Turismo**

Post Graduation, [Planning & Development of Tourist Products](#)

2003 – 2004

### **Université Paul Cézanne (Aix-Marseille III)**

Maitrise, [International Economy](#)

1995 – 1995

### **Universidade Nova de Lisboa**

Lic., [Economics](#)

1990 – 1994