



# BENEDICT RAVEL

HOSPITALITY AND SALES PROFESSIONAL  
WITH MORE THAN 12 YEARS' EXPERIENCE  
IN SOUTH EAST ASIA.

## PERSONAL PROFILE

Proven experience in managing multicultural teams, business development, budgeting, operations, marketing, product development, recruitment and training.

Passionate by arts, education and culture, I am the President of the Board of Directors of Phare Ponleu Selpak, an NGO based in Battambang, Cambodia.

## PROFESSIONAL AND PERSONAL CHARACTERISTICS

- Client-driven professional: stimulated by client relationship
- Strong operational ability: always involved on discovering new way of convincing and supporting teams to commit to their job
- Curious and open-minded
- Long term passion for the hospitality, the travel industry and the planning of special events
- Decision maker, solution provider
- "hands-on" personality and "can do" attitude.

## PROFESSIONAL EXPERIENCE

### **Artisans Angkor, Sales & Marketing Director, Cambodia**

AUG 2016 - JULY 2019

- Management of a sales team of 130 persons in 16 selling points (6 AA shops, 10 consignment stores)
- Managing HR resources and budget
- Building and strengthening the business relationships with tours operators, hotels, guides and drivers
- To follow up the sellers and guides' skills improvement by organizing training sessions on a regular basis
- Developing the marketing strategy and annual promotion plans
- To coordinate commercial events and related activities with the Communication team
- Working with R&D Dpt. on a marketing level to help developing new collections and new lines of products
- Expanding the business on international markets and exploring B2B opportunities.

### **Asian Trails, Deputy Managing Director, Cambodia**

SEPT 2010 - JULY 2016

- Managing and coordinating the day-to-day operations of 75 people within 5 departments: Sales & Marketing, Operations, Reservation & Back office, Production, MICE
- Ensure that all services are managed with the highest efficiency
- Involved in sales activity, maintain and strengthen relationship with key-clients, travelling with VIP guests to ensure the maximum level of satisfaction
- Work closely with the Product Manager to propose new destinations, hotels, activities
- Sales calls to develop B2B relations with tour-operators
- Reporting to Managing Director and the group CEO.

### **French Ministry of Foreign Affairs, Personal executive assistant of the Ambassador of France in Vietnam**

OCT 2007 - SEPT 2010

- Day-to-day operations management: diplomatic travels, official meetings, relations with the Vietnamese Government, conferences...
- Event coordinator to international projects and ensuring targets are being implemented on local level
- Strategic planning and networking management as well as inter-governmental coordination and facilitation.

# CURRICULUM VITAE

## EDUCATION

Brevet technicien Supérieur du  
Tourisme (BTS) – Marseille,  
France, 1985

Cambridge Preliminary English  
test, Sels College London, UK,  
1982

Bachelor of Philosophy and  
French Literature – Marseille,  
France, 1980

## LANGUAGES

French native,  
English fluent,  
German (knowledge to be  
updated),  
Spanish (notions)

## INTERESTS & SOURCES OF INSPIRATION

Travels, literature, architecture,  
design, photography, martial  
arts

## CONTACT

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of Cambodia  
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 /benedict-ravel-raffin

## PROFESSIONAL EXPERIENCE

**Institut Français**, Management Assistant  
2002-2007, French Ministry of Foreign Affairs – Paris, France

**Maison de la Chine, Maison des Indes, Maison des Orientalistes**,  
Inbound Manager and Product Assistant Manager  
1996-2002, Paris, France

**Inter Activites, Travel Agency**,  
Project Manager, multi-countries and Assistant Manager  
1993-1996, Paris, France

**American Signature, Inbound travel agency**, Director of Sales &  
Marketing

**USA Passion Public, Communication agency**, Trophée Immopar Chess  
tournament: event coordinator in charge of the top ten chess players  
and the journalists.  
1991-1993, Los Angeles, USA - Paris, France

**Mitsubishi Corp. MAPS** (rallye Paris-Moscow-Beijing with Rene Metge) –  
Assistant of the Communication Director  
1990-1991, Paris, France

**Carrefour des Voyages, Travel Agency**, Inbound Assistant Manager  
1987-1990 – Paris, France

## EXTRA - PROFESSIONAL ACTIVITIES

- **Chairwoman of Phare Ponleu Selpak Association (PPSA)** of 1000  
students, budget over US\$1 Million. PPSA is a Cambodian non-profit arts  
school located in Battambang, offering support to children, youth and  
the surrounding communities through artistic, educational, social and  
community outreach and engagement programmes.
- **Active member of the French Chamber of Commerce of Cambodia**
- **Co-organizer of the commercial and cultural event "La Semaine  
Française" of Siem Reap** (4000 visitors in 2019)