**Curriculum Vitae**

**Ligaya dela Cruz Tabirao**

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Date of Birth : August 30, 1962

Graduated : Lyceum of the Philippines - 1982

Course : Bachelor of Science in Foreign Service

Bachelor of Arts in Political Science

**PROFESSIONAL WORK EXPERIENCE**

**Mediterranean Tour Operators**

2011 – Present : General Manager

1997 – 2000 : Regional Director for Sales & Marketing, Philippines & Guam

The Philippine market has consistently grown over the years even during the current Asia Economic Crisis, this pave way to open a local presentation in the Philippines as well as some key cities in ASIA. The route to the Philippines is profitable with the changing market profile and segmentation. The high yield corporate revenue contributes a healthy 30% of the total net revenue pie.

The leisure traffic was affected dramatically by the currency and economic down turn. In 1998 we started to make a turn around. We have recovered the loss by the growth of Pilgrim traffic, and selected premium traffic insulated by the economic environment.

**DIMENSION AND SPHERES OF INFLUENCE IN PROFESSIONAL WORK**

Net revenue targets goal calendarized, segmentized, seasonalized. Passenger number targets and goal calendarized, segmentized and seasonalized by journey groups, brands, sector funds, revenues and cost elements. Net revenue budgeting cost sales/selling, cost/distribution cost.

Marketing mix, promotional mixes and campaigns. Marketing and Business segmentation, Territorial and account management, Vision and strategies, Revenue forecasting and budgeting, Customer service delivery and Customer service recovery. Visionary leadership and management style, Relationship and team building, Internal and external staff. Staff development and empowerment, Shared vision and value, Customer d driven, Stewardship and ownership of business plans and results, Special sales and accounts, Change process and management and highly adaptable, stable relationship with travel trade, Media and publicity.

**MAIN ACCOUNTABILITY**

To deliver and exceed revenue commitments within the cost of budget by providing excellent and effective leadership and visionary style to the Sales and Marketing Team through effective highly focused value leadership, skills and innovation. Represent the company in Travel Trade associations (PTAA, Women in Travel BATA, ATTAP) and working group panel.

**KEY COMPETENCIES AND STRENGHTS**

Very sound and smart business planning, leading, organizing, executing, coordinating, communicating, listening, negotiating, interpersonal values and skills, coaching and feedback capabilities, training, motivating, innovative, creative, reliable, team player, leader, good steward and manager.

Very sound and high level knowledge of the airline, travel, commercial aviation, economics, political, business, commercial, pilgrims, political and related environment. IT literate on mainframe and PC.

High respect by manager, peers and subordinates both internally and externally.

**PERSONAL PROFILE**

Christian, Self confident, Proactive, Visionary, Risk taker, Communicator, Listener, Decision maker, Leader, Coach, Servant, Team player, Motivator, Innovator, and Influencer who develop skills/values, Strategies, Coordinator, Champions and Builders of trusts. Strong in business acumen, high stature and credibility, local and expatriate to community. High personal integrity, loyal, committed and trustworthy.

**PREVIOUS EXPERIENCE**

* **Gulf Air – General Sales Agent in the Philippines**

Serve both GSA – Gulf Express Corporation & Dimerco Agency Philippines

Branch Manager from 1995 – 1997

Product Development Manager – 1996

Sales Manager – 1995

Operations Manager from 1991 – 1994

**Nature of Business** – The two companies function as General Sales Agent for Gulf Air.

A privately owned company’s operating the ground operations and customer services needs in the Philippines.

**Main Accountability**

Various capacities in the passenger revenue generation/yield and capacity management, sales and marketing support, ticket and telecom support roles. Focus on people, material resources and time.

Represent Gulf Air in travel trade groups and forum.

* **Iraqi Airways – General Sales Agent in the Philippines**

**Topaz Travel Corporation**

Sales and Counter Supervisor from 1988 - 1991

International Organizations – offline carrier to Bagdad, Iraqi airways in the National carrier of IRAQ.

Various task; responsible for seat capacity, introduce several tactics to achieved sales target.

Participate in sales promotion covering agents and non agents. Arrange ad-hoc rates for out Manila airline tie up.

Participate highly during the repatriation of the Iraqi Ambassador back to his country, Baghdad sending him safe and sound with family.

Participate on the reparation of OFW from Baghdad who are stranded during the gulf war in 1991, the only time where the aircraft landed here in the Philippine soil.

* **Philippine Travel Bureau Inc.**

Counter Sales Staff from 1983 – 1988

Various task; from the airline reservations, airline tariff, fare calculations and ticketing, Tours Packaging.

Handle several corporate accounts, passenger documentations – passporting and visa filling – here we are trained to be multi tasking. Airline negotiation of applicable fares.

**ORGANIZATIONS**

Seat with the board of Women in Travel from 2009

Member of PTAA

Member of Bulacan Agents Travel Association

ASTA – Philippine Chapter

SKAL - Philippine Chapter

**REFERENCES:**

Mr. Ersan ATSUR – President : Orion Tours Turkey

Mr. George Soultis – CEO : Ganymedes Tours Greece