HSMAI STRATEGY CONFERENCE

SINGAPORE 9-10TH JULY, 2019

Take the Lead in Strategy

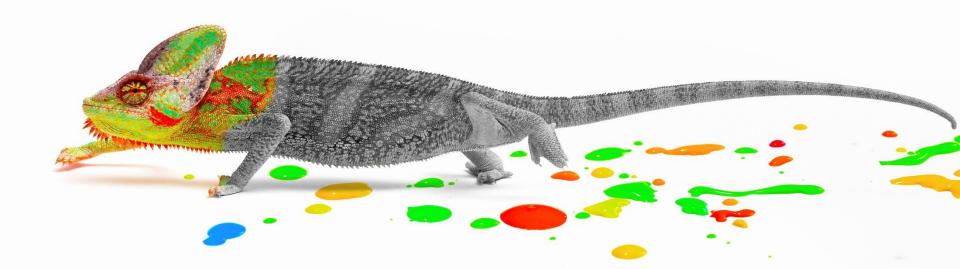
The Future of the Sales, Marketing & Revenue Managements roles & skillsets

Ben George

Senior Vice President & Commercial Director, Hilton



WHAT'S CHANGED







ROLE EVOLUTION



RELATIONSHIP DRIVEN

VALUE DRIVEN



ONLINE

TRANSPARENT

OPAQUE!

WHAT'S THE IMPACT



COMPETITION FOR TALENT





DROUGHT ON SKILLS

REQUIRMENTS SKYROCKETING

SALES

BUSINESS-ORIENTATED

MARKETING



REVENUE



JUST THE BEGINNING









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Thank-you!

