



Pascale Frey

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Professional Experience

- Partner at CFB network AG in Zurich, focusing on consulting, coaching, and brokerage in the hotel and tourism industry.
- Founder and partner of Frei Project Management LLC since 2007, focusing on project management, accounting, and financial reporting in the hotel industry.
- Director of sales at the Arabella Sheraton Atlantis Hotel ***** Zurich.
- Leader in partner communication at Switzerland Tourism, project manager for various significant occasions (such as the Swiss vacation day "Schweizer Ferientag"), project supervisor for product groups and overall responsibility for large campaigns, representative of ST in national working committees and strategic committees such as quality management, family quality seals, and Cycling in Switzerland, 1996-2003.

CV Summary

- Grew up in Chur, school leaving examination at the evangelical grammar school in Schiers, studies in Economics at the University of St. Gallen (HSG) with license (1996).
- Several years of project and management experience in the national and international hotel and tourism industry, focusing on sales and marketing, quality management, and accounting.

Skills

- Management of large campaigns (leading role, hub function, budget responsibility).
- Sales/marketing (development and realization of marketing plans, including websites, creation of imprint, sales pitches, channels of distribution).
- Negotiation competence (sponsoring contracts, acquisition of new partners).
- Accounting and financial reporting in the hotel industry.