

Sebastien Vassort

Strategy, e-Commerce and Distribution in Travel and Hospitality

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Summary

Currently looking for a job in Strategy, e-Commerce and Distribution in Travel and International Hospitality.

Qualified e-commerce and distribution professional with over 7 years of successful achievements in travel and hospitality industry. Strategic thinker with clear focus on business results, highly proficient in managing high-value-added projects relating to new technology.

Recently Head of Strategic Project Management at Voyages-sncf.com, managing the online customer path transformation program - Train and cross-sell paths (hotel, car, services...) for France/Europe. Voyages-sncf.com - 1st e-commerce website in France.

Previously e-Commerce, Social Media & Distribution Consultant for Kerzner International (Morocco/France), e-Commerce Manager at Concorde Hotels & Resorts (France). Several work experiences including Louvre Hotels (France), Accor (USA) and JurysDoyle Plc (Ireland).

MBA, Cornell University and ESSEC (IMHI), Paris.

Personality type (MBTI): INTJ.

Specialties

Strategic Thinking and Planning, Business Modeling and Mapping, Digital, e-Commerce, e-Tourism, Distribution, Project Management, Program Management, PMO, Booking Engine Development, User Experience.

Experience

Head of Strategic Project Management at Voyages-sncf.com

June 2010 - January 2012 (1 year 8 months)

- Supervise the online customer path transformation program - Train and cross-sell paths (hotel, car, services...) for France/Europe
- Manage directly a team of 2 Project Managers and indirectly a team of 6 Managers
- Plan, design, structure the program and manage the communications with all stakeholders (VSC, VSCT, TGV, iDTGV...)
- Manage the program's budget, risks and quality

Report to Director of Strategy and Projects

Voyages-sncf.com – Paris, France | voyages-sncf.com

3 recommendations available upon request

e-Commerce, Social Media & Distribution Consultant at Freelance

September 2009 - April 2010 (8 months)

- Mazagan Beach Resort (Kerzner International) - Opening of the Resort
 - Supported Top Executives Management to develop and deploy a Marketing Strategic Plan
 - Supported Preopening e-Commerce activities (website, booking engine, CMS, SEM) for the Resort – Hotel, Casino, Food & Beverages Outlets (x11), Golf and SPA
 - Developed and implemented a Social Media strategy for the Opening of the Resort

Reported to COO

Mazagan Beach Resort (Kerzner International) – El Jadida, Morocco | mazaganbeachresort.com (kerzner.com)

- Hôtel de Crillon (Concorde Hotels & Resorts)
 - Supported various e-Commerce & Social Media initiatives

Reported to GM

Hotel de Crillon – Paris, France | crillon.com

e-Commerce Manager at Concorde Hotels & Resorts

September 2006 - August 2009 (3 years)

- Developed and implemented a global e-Commerce strategy for the group
- Implemented a new e-Commerce organization, optimized internal workflows and processes (e-Commerce- Distribution - Revenue Management - Marketing)
- Supervised several projects; Corporate website (B2C/B2B), Hotels websites (x35), Booking Engine, multi-language (x4) Content Management System (CMS)...
- Oversaw e-Marketing activities (SEM, SEO, SEA), Social Media and CRM activities
- Coordinated 3rd Party Partnerships (Expedia, Booking, HRS...) with Revenue Management

35 hotels worldwide including Hotel de Crillon, Hotel Martinez, Hotel Concorde Lafayette, Hotel Lutetia...

Reported to VP Revenue and Distribution

Concorde Hotels & Resorts (Starwood Capital Group) – Paris, France | concorde-hotels.com

4 recommendations available upon request

Analyst, Revenue Management (MBA) at Louvre Hotels

June 2005 - June 2006 (1 year 1 month)

- Supported Hotel Operations with Revenue Management activities
- Developed and implemented several global trading-report tools; Yield Management Pack, Sales & Marketing Pack and Profit & Loss Pack

Reported to VP Sales and Marketing

Louvre Hotels – Paris, France | louvrehotels.com

Analyst, Finance at Sofitel New York

October 2003 - September 2004 (1 year)

Reported to Director of Finance

Sofitel New York, Accor Hotels – Greater New York City Area, USA | sofitel.com

Analyst, Finance at The Burlington Hotel

October 2002 - May 2003 (8 months)

Reported to Director of Finance

The Burlington Hotel, JurysDoyle Plc – Dublin, Ireland | jurysdoyle.com

Skills & Expertise

Strategic Thinking

Strategic Consulting

Business Analysis

Project Management

Program Management

International Project Management

Project Planning

E-commerce

Digital Strategy

Internet Strategy

Marketing Strategy

Brand Development

Social Media

Social Commerce

Online Marketing

Education

Cornell School of Hotel Administration

MBA, International Hospitality Management, 2004 - 2006

Activities and Societies: Cornell Hotel Society (affiliate member)

ESSEC - ESSEC Business School

MBA, International Hospitality Management, 2004 - 2006

Activities and Societies: Essec Alumni (member)

IMHI

MBA, International Hospitality Management, 2004 - 2006

Activities and Societies: AAIMHI (member)

Institut Saint-Pierre

Interests

Photography (Architecture, Nature), travels (Asia, Africa), scuba diving (OW)

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7 people have recommended Sebastien

"Sebastien is a pro-active, highly motivated strategic thinker with clear focus on business results. The combination between pragmatism and strategic thinking makes him a very valuable asset for any company"

— Pierre Matuchet, General Manager Voyages-SNCF Technologies, Voyages-sncf.com, managed Sebastien indirectly at Voyages-sncf.com

"Sebastien is a talented professional with a strong commitment and first class reliability level. He has developed a true project management expertise and I was impressed by his determination to succeed in redefining the design of voyages-sncf.com. He has brought strong expertise and willingness in order to tackle complicated issues in a tough environment. I would definitely recommend working with him."

— Tanguy Caradec, Directeur de la Stratégie et des Projets, Voyages-sncf.com, managed Sebastien at Voyages-sncf.com

"Strategy combined to strong operational coordination, high personal commitment coupled with a deep team spirit, ability to talk both at a top management level and at an operational level: Sebastien has rare capabilities to successfully drive major business projects and teams."

— Khang NGUYEN TRIEU, Head of the IT Architecture Department, Voyages-sncf.com, worked with Sebastien at Voyages-sncf.com

"Sebastien Vassort is a young professional highly dedicated to his job. He is consistent in his performance and is someone who can be fully relied upon. He also has a strong knowledge of the latest new technologies, that he uses to improve his company's performance. When working with Concorde, Sebastien Vassort was a true asset for the Distribution & Revenue team."

— Vincent Mackie, Human Resources Director, Concorde Hotels and Resorts, managed Sebastien indirectly at Concorde Hotels & Resorts

"Working with Sebastien has been a great pleasure. His creativity combined with his professionalism give always a new dimension to each project in distribution, e-commerce and marketing."

— Charles Guyonnaud, Senior Revenue Manager, Concorde Management Company - COMACO, worked directly with Sebastien at Concorde Hotels & Resorts

"Sébastien has all the attributes of a great project manager. His ability to convert business goals into a down-to-earth operation is impressive. He especially knows explaining his objectives and setting up a project organisation. During long operations, he can keep his high exigency on quality, as well as a comprehensive vision. Besides, Sébastien's enthusiasm is contagious and you wish you can work with him on projects."

— Denis Canévet, Project Manager, CIIS, was a consultant or contractor to Sebastien at Concorde Hotels & Resorts

"Sebastien is a great professional to work with. He was instrumental in developing the new Concorde Brand website and booking engine."

— Carole Tahar, VP Revenue and Distribution, Concorde Hotels and Resorts, managed Sebastien at Concorde Hotels & Resorts

[Contact Sebastien on LinkedIn](#)