

# ROOCRUIT

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South Africa

## Andrea

Business Operations Leader & Client Success Lead

### PROFESSIONAL SUMMARY

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*A results-driven business management professional with a proven track record of turning underperforming operations around and enabling digital platform adoption at scale. With over 15 years of experience leading operations and commercial growth across hospitality and technology, I excel at stakeholder management up to the executive level. I am highly skilled in leveraging data for strategic decision-making and building robust systems that optimize both commercial performance and customer outcomes.*

### KEY SKILLS

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- **Revenue Growth & Account Management:** Scaled portfolios and high-retention client bases.
- **Operational Turnarounds:** Full financial and commercial restoration of businesses.
- **Data & Business Analysis:** A/B performance tracking and root cause identification.
- **SaaS Onboarding:** API integrations and technical platform implementation.
- **Stakeholder Engagement:** Communicating complex strategies to technical and non-technical audiences.
- **Project Management:** Agile methodology and change management implementation.
- **Financial Operations:** Budgeting, reporting, cost control, and payroll.
- **AI Integration:** Utilizing Gen-AI/LLMs for research and workflow efficiency.

## PROFESSIONAL EXPERIENCE

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### **Onboarding Team (Maternity Cover) | European SaaS Hospitality Solutions Firm**

**Dec 2025 - Feb 2026**

- Developed early global expansion strategies for a EU-based SaaS provider.
- Managed API integrations including PMS, channel managers, and payment gateways.
- Facilitated client onboarding, content setup, and website delivery with a focus on integrating AI into daily operational workflows.

### **Client Success Lead / Business Owner | Technical Health Platform**

**May 2020 - Present**

- Managed the end-to-end client lifecycle, utilizing data analytics to improve retention and consulting on personalized strategies.
- Built a client base of 600+ from scratch while navigating market constraints and adapting delivery models.
- Assumed full accountability for strategy, operations, customer outcomes, and financial sustainability.

### **Commercial Manager / Business Seller | Independent Hospitality Business**

**July 2017 - March 2020**

- Led a full operational and commercial turnaround, driving 80% year-on-year revenue growth.
- Implemented financial controls, inventory systems, and forecasting tools.
- Directed refurbishments and cost-optimization initiatives, positioning the business for a successful sale at full market value.
- Managed staffing, training, payroll, and performance for a growing team.

### **Partner Success / Hotel Account Manager | Global Travel E-commerce Leader**

**May 2015 - June 2017**

- Owned the commercial performance and platform adoption of a 400+ partner portfolio.
- Advised senior hotel stakeholders on revenue optimization and digital distribution strategies.

- Acted as a Subject Matter Expert for major hotel groups including Sun International, Accor, and Legacy Hotels.
- Utilized performance data and experimentation insights to drive measurable growth across the portfolio.

## **Early Career: Hospitality, Operations & Sales | Premium Hospitality & Tech Startups**

**2007 - 2014**

Built a strong operational foundation across luxury hospitality and food & beverage in South Africa and the Middle East. Held progressive roles spanning front-of-house and trainee management. Supported early-stage market expansion for a restaurant discovery and delivery platform, driving brand awareness and merchant onboarding.

## **EDUCATION**

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**Higher Diploma: Professional Cookery & Kitchen Management** (Summa Cum Laude)

**Diploma: Hospitality Management**

*Cape Wine Academy Certificate included*

## **CERTIFICATIONS & PROFESSIONAL DEVELOPMENT**

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- MLOps for Generative AI (In progress)
- Project Management (LinkedIn)
- Introduction to Cybersecurity (Cisco)
- NeuroLinguistic Programming Practitioner
- Business Analyst: Elicitation & Requirements (LinkedIn)
- Scrum Basics & Advanced Certification
- Data Analytics & Tableau (Udemy)

## **TECHNICAL EXPERTISE**

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**CRM:** Salesforce, HubSpot, Zoho One, Zendesk

**Finance:** Xero, Payroll Systems, Zoho Finance

**Data & Reporting:** Tableau, Google Workspace, Microsoft Power BI

**Industry Specific:** Nightsbridge, SiteMinder, Profitroom

**AI:** LLMs for research, analysis support, and content creation

## LANGUAGES

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English (Fluent)