New Market Expansion/Business Development

Challenge: Underserved market of clients and a business gap in the corporate offerings

Action: Developed with a team of 7 colleagues a comprehensive branding and business strategy, and utilized my existing business contacts and local knowledge, to establish strategic partnerships with 5 distinct entities in the region

Result: Planned and delivered 10 events with the 5 entities, subsequently reaching and creating a top-of-mind relationship with over 1,000 new clients, filling the previous business gap and thereby offering services and products for every demographic group requiring or requesting such