

Oscar Serrano

VP, Sales & Marketing

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Strategic and growth-focused professional with extensive experience in developing and executing innovative sales and marketing plans to drive revenue growth and ensure brand success.

Proven track record of leading and executing multifaceted distribution, branding, marketing, and sales strategies. Skilled in managing diverse teams, driving revenue growth, and forging strategic partnerships. Adept at overseeing budgets, enhancing internal capabilities, and collaborating with external partners. Proficient in launching and positioning brands on a global scale, with a focus on customer journey mapping and market research. Demonstrated expertise in harmonizing efforts to create a unified vision across various channels. Expert in identifying market opportunities, developing go-to-market strategies, and positioning products and services for success while build strong relationships with clients and stakeholders.

Areas of Expertise

- Sales & Digital Marketing
- Pricing & Promotional Strategy
- Team Leadership & Development
- Public Relations / Earned Media
- Budgeting & Resource Allocation
- Go-To-Market Planning
- Revenue Management
- Industry & Event Marketing
- Financial Modeling & Analysis
- Strategic Planning & Execution
- Business Development
- Forecasting & Feasibility Analysis
- Marketing Analytics / KPIs Digital
- Content Marketing & Development
- Omni-Channel Marketing Campaigns

Career Experience

UMusic Hotels, Miami, Florida
Senior Vice President of Distribution, Sales & Marketing

2021 – Present

Serve as principal sales and marketing executive for a groundbreaking joint venture, spearheading a novel collection of immersive music-inspired hotels. Oversee a multifaceted spectrum of distribution, branding, marketing, advertising, and sales efforts. Manage a diverse team of 15 individuals, a blend of full-time employees and outsourced professionals, spanning various roles from designers to social media specialists and sales experts. Conduct comprehensive market research, culminating in robust feasibility studies to validate the concept's viability, complemented by meticulous mapping of customer journey to guide pivotal product and service determinations. Assume full accountability for branding, product positioning, and programming strategies crucial to operationalizing venture.

- Administered a budget exceeding \$10M, orchestrating enhancement of internal sales and marketing capabilities while effectively collaborating with external creative, branding, and PR partners.
- Played a pivotal role in launching the company's website and multiple social media platforms by generating anticipation and interest around nascent company and distinctive narrative.
- Fostered a range of strategic partnerships (details under confidentiality) integral to new venture, employing adept storytelling and influencing skills to enthuse partners about the concept's boundless potential.
- Championed strategic dissemination of new brands across Americas and on a global scale, harmonizing a symphony of distribution, branding, advertising, and sales endeavors under a unified vision.
- Orchestrated a global brand that seamlessly integrates music/entertainment into guest experiences, leveraging intellectual property of universal music group.

Transat Hotel Division, Miami, Florida
Vice President of Sales, Marketing & Distribution

2019 – 2021

Managed pipeline of five upcoming all-inclusive resorts, strategically located in prime destinations including Montego Bay, Riviera Cancun, and Punta Cana. Headed a proficient team of approximately 10 direct reports, comprising adept professionals in sales, marketing, and support functions. Spearheaded product, branding, and commercial strategy for inaugural hotel division.

- Orchestrated comprehensive enhancements to product branding by rejuvenating market identity/appeal of entire business.
- Led a profound overhaul of commercial strategy, aligning with dynamic demands of hospitality landscape and evolving needs of modern travelers.

Directed comprehensive spectrum of tasks essential to successful inauguration of ambitious venture, encompassing product conceptualization, service integration, distribution channels establishment, and formulation of robust sales/marketing strategies. Led special assignment focused on orchestrating meticulous planning and seamless execution of a multi-faceted project, launch of a mixed-use property encompassing multiple hotels in captivating Dominican Republic. Coordinated intricate aspects of launching multiple mixed-use condo hotels, harmonizing each facet to present a unified and compelling offering to the market.

- Integrated five distinct properties and 2K+ units into a cohesive and appealing entity poised to captivate diverse audiences.
- Ensured completion of all necessary deliverables by navigating complex landscape of tasks with precision and orchestrating synchronized efforts.

Ocean By H10 Hotels
Vice President of Global Distribution, Sales & Marketing

2008 – 2018

Led sales, distribution, and marketing operations of a prestigious entity renowned for exceptional offerings of EP and all-inclusive hotels and resort destinations across Mexico and The Caribbean. Spearheaded revenue generation through multitude of channels, including direct sales, web platforms, call centers, OTA's, social media, and an array of digital and traditional marketing avenues.

- Administered a substantial annual marketing budget exceeding \$15M, orchestrating a comprehensive spectrum of online and offline marketing endeavors to drive brand visibility and revenue growth.
- Forged and nurtured a high-performance team comprising 60 dedicated members and managed eight direct reports, ensuring seamless collaboration and efficient execution of strategic initiatives.
- Surpassed \$300M mark, encompassing a portfolio of 10 hotels, spread across four countries, boasting over 5K rooms, and a city hotel while steering revenue generation.

Additional Experience

Managing Director Sales & Marketing, Barcelo Hotels & Resorts, Miami, Florida
Corporate Commercial Director, The Americas, Barcelo Hotels & Resorts, Miami, Florida
General Manager, Hotelbeds, Santo Domingo, Dominican Republic
General Manager, Barcelo Tours USA, Miami, Florida

Education

Revenue Management & Big Data, University Rey Juan Carlos, Madrid, Spain
Hotel & Business Administration (no degree), Balearic Islands University, Palma de Mallorca, Spain

Courses & Certifications

Executive Program Digital Marketing, EOI Business School
Executive Marketing Course, AMS Group. Palma de Mallorca
Executive Program, Analytics & Omnichannel Strategy, IE Business School
Marketing for Tourism Course, University of the West of England, Bristol, UK
Essential Skills for Leadership Course, Cornell University School of Hotel Administration
Certificate in Data Analytics, Cornell University School of Hotel Administration
Certificate in Revenue Management, Cornell University School of Hotel Administration

Languages

English, Spanish & Catalan - Fluent
French & German - Basic