

## About

# Kerry Louise Chew

Kerry brings 20 years' plus experience as both a business marketing and sales advisor, and in senior management roles in the hotel, tourism and hospitality sectors. She has created a very successful career and reputation increasing sales, market share and improving profitability.

Kerry currently operates as a senior Partner at nem Australasia, a boutique advisory firm. Currently she resides in Melbourne, Australia.

### Contact Details

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[www.nem.net.au/hotels](http://www.nem.net.au/hotels)

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## Career Highlights

### nem Australasia

Partner – Hotel, Tourism & Leisure

### Hotel Tourism & Business Solutions

MD

### RACV Club & Resorts

Group Sales & Marketing

### Jumeirah Hotels & Resorts

Group Sales & Marketing

### Crown Resorts

Sales & Marketing

## Profile

Experienced Director of Sales & Marketing with a demonstrated history working in tourism, hotel, omni channel and marketing roles.

She has gained extensive experience working in strategic leadership roles with hotels spanning from Australia to the United Arab Emirates.

Her roles entailed working with boutique hotels, midscale motels to the opening of Crown Promenade Hotel for Crown Resorts and then in Dubai to establish Jumeirah Living, a brand of the Jumeriah Group.

Working for a cutting-edge hotel web development company, Kerry also gained valuable experience in online marketing and digital technology - which has aided her in assisting clients to embrace the digital evolution.

## Skills

- ✓ Hotel openings & re-branding
- ✓ Website strategy & Digital Marketing
- ✓ Sales, Marketing & Revenue Management
- ✓ Business & Strategy Plans
- ✓ Business Health checks
- ✓ Omnichannel specialist
- ✓ Social Media / Strategy

Sales & Marketing experience of over 20 years

Worked with over 10 different hotel management companies

Hospitality career of over 30 years working in tourism, hotels, omni channel marketing

Re-branded over 8 properties within Australia & New Zealand

Managed marketing plans in excess of \$1.8M

Opened 12 hotels across 4 countries

## Clients

 RACV Resorts

 Marriott

 Jumeirah  
HOTELS & RESORTS  
STAY DIFFERENT™

 ACCOR HOTELS  
Feel Welcome

 TFE hotels

 CROWN  
RESORTS

 QUEST  
APARTMENT HOTELS

 Queensland  
Where Australia Shines

 AUBERGE RESORTS  
COLLECTION

 SIX SENSES  
RESORTS & SPAS

 CHOICE  
HOTELS

 BW  
Best  
Western

 HYATT

 MILLENNIUM  
HOTELS AND RESORTS

 IHG®

 THE PENINSULA  
HOTELS

## Experience

### Partner

*nem Australasia*

Term: July 2017 – Present

Location: Melbourne

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nem.net.au



nem Hotel, Tourism & Leisure provides a unique service to owners and developers in hospitality and tourism by combining direct industry experience with best practice capability across many varied industry sectors.

With a passion for the hospitality industry we leverage the nem Partner skills across the breadth of five divisions along with industry partnerships to ensure client investment goals are achieved and business opportunities are maximised.



## Experience

### Managing Director

*Hotel, Tourism & Business Solutions*

Term: June 2001 – Present

Location: Melbourne

[htbs.com.au](http://htbs.com.au)

Consulting company primarily for the hotel, club, restaurant and tourism industries. Focusing on strategic plans to drive revenue, brand awareness, digital marketing, sales & marketing plan development, online website strategies, set-up of Global Distribution Systems (GDS), social media strategies, improving efficiencies and maximising revenue opportunities.





## Experience

### Group Sales & Marketing

*RACV Club & Resorts*

Term: November 2010 – August 2012

Location: Melbourne

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[racv.com.au/resorts](http://racv.com.au/resorts)



Development and coordination of effective sales and marketing activities across the breadth of RACV's Club and Resort operations.

Development and execution of all sales strategies including new websites for Conference & Events, Club & Resort properties and management of \$1.8M marketing budget.

Properties included:

City Club & Healesville	Inverloch Resort
Country Club	Noosa Resort
Cape Schanck Resort	Royal Pines Resort
Torquay Resort	Cobram Resort



## Experience

### Group Sales & Marketing

*Jumeirah Living*

Term: June 2007 – June 2008

Location: Dubai

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[jumeirah.com](http://jumeirah.com)



Responsible for the development and launch of a new brand for Jumeirah into luxury residences named Jumeirah Living. Completed sales and marketing budgets for five residences. Directed the Marketing Department on brand / collateral, launch plans for the brand and properties.



## Experience

### Corporate Sales & Marketing

*Crown Ltd*

Term: September 2004 – May 2007

Location: Melbourne

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[crownhotels.com.au](http://crownhotels.com.au)



Pre-opening and launch of Crown Promenade Hotel. Sales and marketing for both Crown Towers and Crown Promenade Hotel's. Responsible for running the sales team for the corporate, consortia, domestic wholesale and Western wholesale markets in Australia, NZ, Europe, UK, USA & Canada. Oversaw GDS, internet, web strategies and managed the loyalty team for Crown Resorts.





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