

INTRODUCTION Anju Gomes

New Director ICCA Middle East

Accomplished Strategist and Director of Business Development, capable of expanding the business by developing robust revenue streams in existing and new markets. Forward-thinking planner with exceptional understanding of trends and successful methods capitalize on changing conditions.



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Proficient in accomplishing dramatic results with a hands-on and strategic leadership style. Knowledgeable about market conditions, competitor histories, regional culture and territory expansions. Demonstrates skills in developing successful partnerships to further business objectives.

Goal-driven sales director focused on maximizing revenue through exceptional business development and sales acumen. She is decisive leader with 20+ years' experience in Events sector making strategic difference to the organizational plans.

Talented Business Director with excellent client oversight, issue resolution and relationship building skills. Highly effective at maximizing and reiteration of business opportunities.

Successful and continually meeting or exceeding sales and service objectives. Knowledgeable about advertising standards and winning strategies. Expertise in customizing approaches to fit the businesses, markets and target customers.

Experienced retail professional well-versed in prospecting leads, setting up contracts and coordinating ads. Skilled communicator, multitasker and complex problem-solver. Self-motivated with excellent verbal and written communication skills and strong computer and CRM experience.

Quote:

I feel extremely fortunate to be engaged with ICCA a global community and knowledge hub for the International association meetings industry. I believe there is great scope to increase association meetings in the region and enhance ROI for members and their trade shows. I am keen to contribute to the growth and development of the ICCA Middle East Chapter.