

# MARIA EUGENIA MORENO

01-12-1971

✉ Email: maru\_moreno33@gmail.com

☎ Tel : + 52 998 802 8844



## WORLDPASS

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Maru Moreno, is CEO and Co-founder of Worldpass in 2011, one of the fastest growing online companies in the world. She has led the company for twelve consecutive years of steady sales and customer growth. Before Worldpass, Maru specialized in travel services and sales, becoming a pioneer in the operations of vacation clubs, software and sales solutions. Maru's passion for travel ignited the dream that lead to the creation Worldpass offering customers the opportunity to “own” the world with the best vacation experiences available.

## CASAS Y HOTELES DE MEXICO

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A proud and ardent lover of her Mexican heritage, Maru also founded Casas y Hoteles de Mexico in 2012. A Mexican chain of Boutique Hotels all sustainably rich in support for all that Mexico has to offer in hospitality, service and craftsmanship.

## VACATIONS TIMES

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Another of Maru's most successful endeavors is the creation of Vacation Times in 2009, this corporation operates and provides all the necessary services for successful Vacation Club operations. Maru's vast experience provides hotel operators and developers with the know for every stage of the sales process from the first contact to back office services.

### PROFESSIONAL WORK EXPERIENCE

#### OPC (1993-1995)

**Royal Holiday Club, Hotel Sol Caribe, Cozumel, Mexico.**

Improve Clients Experience through Service. Help with Reservations and Trips.

*Achievements:* Top OPC 1994.

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## Supervisor Telemarketing (1995-1996)

Royal Holiday Club, Hotel Sol Caribe, Cozumel, Mexico.

## OPC at Cancun International Airport (1996-1997)

Vacation Club, Palace Resorts, Cancun, Mexico.

Contact Possible Clients on the Airport. Develop Strong Trust from Clients.

*Achievements:* Top OPC of the Year 1996 & 1997. Top OPC for 7 Months in a Row (1997).

## OPC Cancun International Airport Supervisor (1997)

Vacation Club, Palace Resorts, Cancun, Mexico.

Manage OPC's Team of over 50 people. Coordinate Schedules, Encourage Production.

## Guest Service Representative In-House (1998- 1999)

Vacation Club, Palace Resorts, Cancun, Mexico.

Contact Possible Clients. Develop Strong Trust and Confidence Bonds.

*Achievements:* Top Guest Service of the Month (5+ per year). Best Guest Service Representative for 5 Months in a Row. Best Guest Service of the Year 1999. Company's Record as Top Guest Service Self Gen (225, 000 USD sold on Jul 1999).

## Closer (2000- Nov 2005)

Vacation Club, Palace Resorts, Cancun, Mexico

Develop Closing Techniques for VIP Clients. Create Strong Closes and Sales Pitches. Expertise on PNL

*Achievements:* Top Closer of the Month 5+ Times per Year. Company's Record for the Highest Volume sold in a Month (600, 000 USD, July 2005). Company's Record for the Highest Volume sold in a Week (350,000 USD in July 2005). 5 Million USD sold as Closer in the Year 2005 up to Nov 2005 with a Closing Percentage of 30% and 4000 USD Efficiency.

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## Sales Manager (Liners & Front to Middle) (2001-2005)

### Vacation Club, Palace Resorts, Cancun, Mexico.

Hire and Train Liners and Front to Middle Teams. Motivate and Supervise Liners and Front to Middles (30+ Sales Representatives). Coordinate with Sales Director Development of individuals, Promotions and Recruiting.

*Achievements:* Increase the Closing Percentage of Liners and Front to Middles from 15% to 20% as well as increase their efficiency from 1500 USD to 2000 USD.

## Closer (Nov 2005- 2007)

### Club Royal Solaris Cancun & Cabo Mexico.

Mastered Closing Techniques, Handling of objections and Client-Salesman Communication. Developed Strong Relationships with Customers. Encouraged customer service to achieve Customer Loyalty and Referrals.

*Achievements:* Top Closer of the Month 10+ Times (Nov 2005-2007). Top Closer of the Year 2006 (1 Million USD, 25% Closing). Company's Record as Top Producer in a Month (250,000 USD in Dec 2005).

## Assistant Sales Manager (Nov 2005- 2007)

### Club Royal Solaris Cancun & Cabo Mexico.

Coordinate a Team of Over 50 Sales Representatives. Develop and Implement Training for Self/Gen, Liners, Front to Middles & Front to Backers. Train Closers and Managers. Deliver Daily Motivation Meetings for Closers. Elaborated "Sales Pitches" for the Product. Create Sales Forecasts and Marketing Strategies.

## Project Sales Manager (2007-2009)

### Club Royal Solaris, Cancun, Mexico.

Supervise Sales Room. Motivate Managers and Sales Associates. Communicate with the Sales Direction in order to Create Sales Strategies. Develop Contents for Liner, Front to Middle and Front to Back Trainings. Select and Hire Managers. Align Sales Strategies according with the objectives and philosophy of the Company. Improve the Strategic Position of the Company through modifications in the Product Design. Motivate Personnel in order to create Group Synergies and Strong Attachment to the Company.

*Achievements:* Increase the Closing percentage, Efficiency and Average Sale of the Sales Room from 15%, 1400 USD and 11 000 USD in 2007 to 17%, 1783 USD and 13 900 USD in 2008.

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## CONSULTING SERVICES

### Founder & Co-Owner. Vacation Technologies. (2006-2009)

#### Cancun, Mexico.

Create a Consulting Company for Timeshare and Vacation Clubs. Generate and Deliver Training Courses. Design and Sell Software for CRM, Call Centers & Guest Services. Develop the Content for Touch Screens. Managing Off Site Programs for Selling and/or Prospecting (Hiring, Selecting Locations).

*Achievements:* Collaborations for Excelsior on Future of Vacations Ownership & Credit Perspectives. Write Reports on the Strategic Development of the Industry. Write Articles about Motivation of Sales People and Training.

## EDUCATION

- Bachelor Degree in Business (Universidad Morelos Cuernavaca, Mexico) (1993-1998).
- Postgraduate Certification in Human Resources
- Brand Loyalty (Disney Institute)

## LANGUAGES

- Spanish (Native)
- English (Proficient)

## CERTIFICATION

- Best of Sales (Sherry Levintin, 1996)
- Neuro-Linguistic Programming (1997)
- RCI Top Producers (1998, 1999, 2000), Alex Dei (Best Salesmen 1998).
- Train the Trainers (Sherry Levintin, 2008)