



Frances Sharon Nelson Hons. BA.

Sales Marketing Executive

Personal Data

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Nationality: Canadian

Languages: English, (mother tongue) ,
Basic German, Basic Italian

Status: Italian Citizen

Profile

- ◆ Sales Marketing executive with significant experience in the hospitality, real estate and business environments
- ◆ Focused, results oriented
- ◆ Solid negotiation and coordination skills
- ◆ Excellent motivational coach and mentor
- ◆ Proven track record off over 30 years of exceeding sales and growth targets
- ◆ Place strong emphasis on product quality and standardization
- ◆ Cultivated rapport with private investors and financial institutions
- ◆ Established, developed new franchises

Competencies

- ◆ Motivational Coach and Mentor
- ◆ Student Centered Instructor
- ◆ Good Communicator Effective listener
- ◆ Leadership and team work
- ◆ Revenue Growth
- ◆ Distribution Management
- ◆ Negotiator
- ◆ Strategic Target Marketing

Awards

- ◆ Certificate of Achievement
- ◆ Holiday Inn Int'l (Sales Development) 1981
- ◆ Certificate of Appreciation (Mentorship) 1984
- ◆ Big Brothers Big Sisters of Edmonton

Career Summary

- 2022 – Current Interpersona AG, Zürich**
Executive Coaching
- 2019 – 2022 Tutor, Milan, Italy**
Self-Employed
- 2014 – 2019 ConnectLab S.p.A. Milan, Italy**
Manager / Co Director (Adult language learning school)
Program Developer and Trainer
- 2003 – 2009 Sutton Group Realty Inc. Toronto, Canada**
Sales Associate
Located high-rise office tower assets and submitted Offers of purchase (on team)
Involved in the due diligence and ascrow processes Sourced
And raised investment capital
Negotiated rates and terms
- 1986 – 1995 Kompass Int'l AG, Zürich, Switzerland**
Sales Manager Franchise Division: Assistant Director
Acquisition of New Franchises in EME and Asia
Expanded Franchisees from 12 to 40
Increased Revenues by 40%
Controlled franchise revenues
- 1980 – 1986 Holiday Inns Int'l, Edmonton, Canada**
Sales Marketing Manager
Developed innovative sales strategies to deepen market Penetration. Exceeded revenue targets each year

Education and Qualifications

- 1978** Hons. BA. Brock University, St. Catharines, Canada
- 1990** German Language, Goethe Institute, Freiburg, Germany
- 2019** Italian Language, B1, Comune di Milano, Milan, Italy