

ISRAEL NAVARRO GARCÍA

COMMERCIAL DIRECTOR | BUSINESS DEVELOPMENT | HOTEL DISTRIBUTION & PARTNERSHIPS

Barcelona, Spain

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EXECUTIVE PROFILE

Commercial and business development leader with more than 25 years in hospitality and tourism, including over 18 years leading commercial strategy, distribution, marketing and direct sales. End-to-end experience across resort, urban and mountain hotels and tourist apartments, with B2B/B2C scope and international exposure. Combines strategic leadership with hands-on delivery across market development, negotiation, revenue and pricing, connectivity, groups, branding and coordination with Reservations, Operations and General Management.

25+ YEARS · tourism **18+ YEARS** · leadership

B2B + B2C · distribution

MARKETS · domestic + international

AREAS OF EXPERTISE

Business development · Commercial strategy · Key accounts · Strategic partnerships · Hotel distribution · Revenue and pricing · Contract negotiation · Direct sales · Groups and MICE · Cross-functional leadership

PROFESSIONAL EXPERIENCE

SALES EXECUTIVE — ANDORRA & BALEARIC ISLANDS

Apr 2026 – Jun 2026

Pierre & Vacances Center Parcs Group

- Commercial responsibility for 18 properties, comprising hotels and tourist apartments across Andorra and the Balearic Islands, managing relationships with tour operators, wholesalers, DMCs, bedbanks, agencies and tourism partners.
- Prospecting and face-to-face sales visits across Andorra, Menorca and Mallorca; negotiation, account follow-up and opportunity identification in coordination with Revenue, Groups, Reservations and Operations.
- Development of proposals, availability, rates and distribution requirements, with a focus on conversion, commercial viability and profitability.

BUSINESS DEVELOPMENT — CATALONIA

Mar 2024 – Mar 2026

Perfect Travel Services · Freelance tourism representation project

- Commercial representation of Palladium Hotel Group, Dimensiones Club (long-haul tour operator) and Wings to Claim (legal services specialising in airline claims) to agencies, groups and partners in the Catalan market.
- Structured prospecting, face-to-face visits, product presentations, account activation and follow-up, sales initiatives and familiarisation trips.
- Preparation of commercial reports focused on market analysis, opportunity identification and decision-making for each represented brand.

COMMERCIAL & MARKETING DIRECTOR

Dec 2005 – Mar 2024

Fantasía Hoteles

More than 18 years leading commercial strategy, distribution, marketing, business development and market positioning for hotels and tourist apartments.

- Built the Commercial and Marketing departments from the ground up, defining strategy, processes, channels and internal coordination for a portfolio that grew to four hotels and included tourist apartments from 2019.
- Led and supervised Reservations, Front Office and Community Management teams closely linked to Commercial, ensuring consistency across acquisition, sales, service and communication.
- Led the digitalisation programme to increase profitability: end-to-end implementation of the Channel Manager and booking engine, including connectivity, testing, training, go-live and continuous optimisation.
- Designed Revenue Management strategies with General Management, covering pricing, availability, segmentation and channel-mix optimisation.
- Developed and retained business; negotiated contracts, campaigns, allocations and commercial terms with strategic partners including Hotelbeds (HBX Group), World2Meet, WebBeds, Ávoris Corporación Empresarial, MTS Globe and TraveItino.
- Owned and developed the Fantasía Hoteles brand, including online and offline marketing, campaigns, content, commercial communications and brand positioning.
- Drove direct sales through web strategy, promotions and OTA presence optimisation, balancing reach, distribution cost, occupancy and channel profitability.
- Represented the company at national and international trade fairs, events and tourism workshops to generate business and strengthen commercial relationships.
- Managed the complete groups cycle: lead generation, quotation, negotiation, confirmation, internal coordination, follow-up and closure.

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EXECUTIVE CV · CONTINUED

PROFESSIONAL EXPERIENCE · EARLIER CAREER

INTERNATIONAL SALES EXECUTIVE

Sep 2003 – Dec 2005

Marina d'Or

- Developed European markets for hotels, tourist apartments and tourism products, including the seawater spa, across Belgium, Germany, the United Kingdom, the Netherlands, Poland, Luxembourg and Switzerland.
- Negotiated contracts, campaigns, allocations, commercial terms and agreements with TUI (Germany), Jetair (Belgium), DERTOUR (Germany), Thomas Cook (United Kingdom) and other international partners.
- Prospected and managed tour operators, agencies and partners; participated in trade fairs, workshops and B2B presentations across source markets.

DOMESTIC SALES EXECUTIVE

Mar 2002 – Sep 2003

Palafox Hoteles

- Developed the domestic market through prospecting and face-to-face visits to companies and MICE prospects, opportunity follow-up, groups and events management, and coordination across hotel departments.

FRONT OFFICE

Jan 2001 – Feb 2002

Palafox Hoteles

- Managed front-office operations: guest service, reservations, credit control and administrative follow-up for guests, companies and agencies.

RECEPTIONIST — COMMERCIAL FOCUS

Early career

Hotel Monasterio de Piedra

- Guest service, hotel operations and sales support at one of Aragón's leading tourism complexes; a practical foundation in customer experience and hotel operations.

PROFESSIONAL VALUE PROPOSITION

First-hand understanding of hotel management priorities, objections and requirements, built through more than 18 years overseeing the complete commercial operation of hospitality properties. This experience enables peer-level dialogue, identification of genuine opportunities and translation of strategy, distribution and technology into commercial, operational and profitability gains.

COMMERCIAL AND SECTOR SCOPE

ECOSYSTEM Hotels and tourist apartments · Tour operators · DMCs · Bedbanks · OTAs · Retail agencies · Companies · Groups and MICE · Strategic partners

MARKETS Spain · France · Belgium · Germany · United Kingdom · Netherlands · Poland · Luxembourg · Switzerland

SCOPE Business development · Contracting · Distribution · Revenue and pricing · Inventory and connectivity · Direct sales · Marketing and brand · Reservations · Operations

LEADERSHIP CAPABILITIES

Commercial leadership · Strategic vision · B2B negotiation · Consultative selling · Results focus · Relationship development · Cross-functional coordination · Empathetic communication · Adaptability

EDUCATION AND TRAINING

Tourism Businesses and Activities Diploma (TEAT; former university Diploma in Tourism) | Escuela de Turismo – Universidad de Zaragoza | 1994–1997

Online marketing: website design and promotion | Centro de Estudios ADAMS | 30 hours | 2020

LANGUAGES

SPANISH Native · CATALAN C1 · ENGLISH Professional · FRENCH Professional · GERMAN Advanced

DIGITAL Microsoft 365 (Excel: intermediate, Word: advanced, PowerPoint: intermediate, Outlook: advanced) · WordPress · PHPlist · CRM / pipeline · Applied generative AI

PMS / CHANNEL MANAGER / BOOKING ENGINE Implementation, connectivity and operation

DRIVING LICENCE Category B

BASED IN BARCELONA · AVAILABLE TO TRAVEL