**POSITION STATEMENT**

**CHIEF EXPERIENCE OFFICER**

1. Reports to the Chief Executive Officer
2. Supports the Chief Sales and Marketing Officer and team in the elaboration and commercialisation of ‘value driven stays and experiences’ to introduce a targeted approach to direct sales for the short term
3. Works in close collaboration with the ‘Chief Transformation Officer’ and brand COOs on the transformation and turnaround of the underperforming BUs
4. Collaborates with the Sales & Marketing department, the COO’s and the Business Units Managers to monitor customer satisfaction, and ensure that guest feedaback is used towards improving the guest experience
5. Supports the IT/Digital team in the digital transformation projects and ensure that user experience across customer-facing websites, apps and other technologies is consistent and positive
6. Supports the brand COOs and the Sustainable Development Team in the consolidation of the company’s sustainable footprint in the local landscape
7. Assists the CEO and Chief Development Officer in driving and leading key strategic projects of VLH including management contracts, joint-ventures, acquisitions, and structuring/development of new business lines in Mauritius and in the Region
8. Drives strategic planning process including formulation of value proposition, USPs, KPIs and other deliverables/analytics