

# CHRISTOPHER BIGUET

Business Development | Commercial Strategy | Digital Transformation

Singapore | +65 8803 9678 | [b00692540@essec.edu](mailto:b00692540@essec.edu) | <https://linkedin.com/in/christopher-biguet/>

## SUMMARY

I am a senior commercial manager located in Singapore with a track record of delivering multi-million dollar results across EMEA and North America. With a background spanning business development, customer experience, and digital transformation, I have recruited and built teams from scratch, launched concepts with full entrepreneurial ownership, built executive-level business cases, and driven technology adoption from ROI justification through to full vendor implementation, whether presenting P&L strategy to cross-border stakeholders, negotiating with a union, or coordinating with HQ feasibility teams and regional leadership on complex projects. I operate effectively in matrixed environments, translating operational insight into commercial strategy and building consensus across functions and seniority levels. Currently completing an MBA at ESSEC Business School in Singapore, deepening expertise in strategic consulting frameworks, financial modelling, and digital transformation. Positioning myself for a senior commercial role across APAC.

## PROJECT HIGHLIGHTS AND CORE COMPETENCIES

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- **Deloitte Strategy Challenge:** Designed post-merger restructuring plan for a global FMCG supply chain rationalization, digital transformation roadmap, and staff retention strategy.
- **United Nations (MBA Consultancy project):** Formulated sustainable fundraising strategies and multi-year financial roadmap for senior UNCTAD leadership, modelling revenue scenarios under complex institutional constraints.
- **Business Development & Commercial Strategy:** Directed business launch, concept covering brand positioning, pricing, and market entry.
- **Digital Transformation & Technology Adoption:** Built business case, selected vendor, and led full implementation of mobile dining platform (Iris). Assessed and restructured POS hardware and database. System migration (Evention).
- **Customer Experience, Loyalty & CRM:** Designed CX blueprints and LSOP for new operations, led team to win highest loyalty enrollment award in the MENA region (*Marriott Bonvoy*); VOC analysis and CRM via Salesforce and Medallia.
- **Stakeholder & Cross-functional Leadership:** C-level P&L presentations across multi-property operations, cross-border task force deployments; union negotiation; 50+ person team recruitment and leadership.

## PROFESSIONAL EXPERIENCE

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**JW Marriott Desert Ridge** – Phoenix, United States

09/2023 - 08/2025

*Marriott Int Inc. Managed operations across eight outlets at JW, the largest banquet and event venue in Arizona.*

### Senior Manager

- Recruited and onboarded 50+ team members, built performance frameworks and service blueprint from inception.
- Directed \$5M entrepreneurial Kembara concept launch. Brand positioning, pricing strategy, and market entry.
- Conducted SWOT and ROI analysis to identify opportunities and present business cases to senior leadership.
- Primary contact for Fortune 500 brands Amex, Sysco, and San Pellegrino on-site hosting and activations.

**Aloft & Element Me'aisam** – Dubai, United Arab Emirates

11/2021 - 09/2023

*Marriott Int Inc. Managed five outlets across two properties, Aloft and Element, under Dubai Holding.*

### Senior Manager

- Acted as Head of F&B for two properties, presenting P&L strategy to C-level leadership, delivered 5% cost savings.
- Built ROI case for mobile dining platform, secured executive approval, and led full vendor implementation.
- Acquired corporate partners through outbound prospecting and targeted marketing, driving 20% event revenue growth.
- Deployed cross-border on Consulting Task Force mission to stabilize operations during executive transition in Europe.

**Le Meridien (Contract)** – Nice, France 05/2021 - 11/2021  
*Marriott Int Inc. Overseeing all F&B operations across multiple outlets in historical seafront luxury property.*

**Manager**

- Engaged on contract to diagnose, restructure and relaunch F&B operations, hired staff and implemented SOPs.
- Leveraged Salesforce CRM and Medallia to analyze customer data and inform strategic operational planning.

**Otomat Merode** – Brussels, Belgium 07/2020 - 05/2021  
*Independent restaurant group. Entrepreneurial launch of their second Brussels unit, and fifth nationally.*

**General Manager**

- Led full opening of second restaurant branch, recruited 20+ team, design operations and built customer base.
- Drove brand awareness through direct field prospecting and local marketing to achieve financial targets.

**Renaissance** – Brussels, Belgium 01/2020 - 07/2020  
*Marriott Int Inc. Newly renovated F&B outlets in the heart of EU district serving corporate and diplomatic clientele.*

**Manager**

- Engineered financial modeling to budget and create a revenue growth plan, driving strategic resource allocation.
- Advised on B2C commercial channels and defined targeted marketing aligned to business outcomes.

**St Regis** – Washington DC, United States 04/2018 - 01/2020  
*Marriott Int Inc. The St. Regis, located one block from the White House, managing operations across three outlets.*

**Manager**

- Designed strategic pricing and commercial controls managing a \$2.5M budgeted beverage revenue stream.
- Mediated labor dispute with The Local 25 Union through structured multi-stakeholder negotiation.

**EDUCATION**

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**ESSEC Business School** – Singapore Graduation September 2026

MOM-recognized Top-Tier Institution (+20 Compass points)

**Global MBA – Master's in Business Management – Specialization in Finance, Consulting and Digital Transformation**

**Dual degree: Ecole de Savignac / Stratford-upon-Avon University** – France / United Kingdom Graduated

**Bachelor's degree in hospitality management**

**LANGUAGES, TECHNOLOGY & OTHER INFORMATION**

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**Languages spoken:**

English (Bilingual Proficiency) | French (Native Proficiency) | Chinese (Basic Proficiency)

**Technology Skills:**

Presentations (PowerPoint, Keynote, Canva, Gamma) | Collaboration (Teams, Monday, Slack) | Financial Modelling (Excel, Tableau, Power BI) | CRM (Salesforce) | CXM (Medalia) | Microsoft 365 | PMS/POS (Oracle, Lightspeed, other...)

**Certifications:**

Spreadsheet Modeling (Harvard) | Financial Accounting (AHLEI) | Python (Michigan University) | Power BI (Microsoft) | Tableau (Duke University) | Sales & Marketing (AHLEI) | STR Hotel Industry Analytics (AHLEI / STR)

**Interests:**

An avid global traveler who has lived and worked across 6 countries and counting. Follows financial markets and emerging media and technology trends with genuine curiosity. A passionate food and beverage explorer who appreciates a well-crafted dining experience as much as a hidden neighborhood cocktail bar and enjoys recreating flavors from around the world in the kitchen. Outdoors enthusiast: CMAS-certified scuba diver, 20 years practicing skiing/snowboarding, and weekends out on the water boating. Equally comfortable winding down with a good book on self-development or world history, catching up on series, or an online gaming session.