

Rosa Richli

INTL. SALES – TOURISM – HOSPITALITY

LinkedIn/rosa-richli

Visa B2 without restrictions

Swiss Drivers license, own car



Summary

International buyer and sales expert with experience in tourism, hospitality, and contract negotiation. Skilled in sourcing suppliers, managing excursions and hotel partnerships, and ensuring top guest experiences. Fluent in Spanish and English, with advanced German and strong cross-cultural skills.

Skills

Communication, Customer Focus, Reliability, Teamwork, Conflict Resolution, Proactivity
Microsoft Office, CRM Systems, IT Proficiency, Legal & Admin, Banking Procedures

Languages

Spanish (native), English (proficient), German (advanced), French (beginner)

Education

Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico City 2008 – 2010

Master of Business Administration (MBA)

Universidad Autonoma Metropolitana 2002 – 2005

Bachelor in Political Science and Law

Experience

Language Training – German telc B2, ILS Aarau + Online 2023 – 2025

Operations Assistant, Kelly Services AG, Neuendorf CH, (Temporary) 2022 – 2023

Investment Project Broker & Coordinator, various companies, Home Office 2019 – now

Matched international investors with large-scale projects
Partner & investor matching | Contract negotiation | Zoom-based coordination | NDA, SBLC & fund documentation | Cross-border project pipeline management

Export & Sales Manager - International Trade, Graceland Foods, USA 2020 – now

International sales support | Supplier onboarding | Export coordination | Product & logistics handling | Customer inquiries | Global sourcing

Client Manager for Exclusive Leisure & VIP Experiences, Cabo Tours, MX	2021 – 2022
<ul style="list-style-type: none"> Organized excursions, tours, and VIP services Handled bookings and supplier coordination Greeted clients and ensured smooth logistics Arranged custom events, transport, and activities Delivered high-level service from arrival to departure 	
Customer Support Specialist, Crypto & FinTech, Bitso, MX	2020 – 2021
Customer support (1st & 2nd level) Trading platform assistance Issue tracking & escalation	
Membership Consultant - Timeshare & Customer Support, Cabo Azul, MX	2020 – 2021
<ul style="list-style-type: none"> Promoted high-end vacation services Guided customers through sales process Greeted clients and ensured smooth logistics Managed follow-up and client support Acted as on-site host during consultations 	
Regional Sales & Customer Service Manager, Hertz Car Rental, MX	2019 – 2020
Sales & customer service management Team coordination Complaint handling (incl. social media) Staff training Client-facing operations	
Export Sales Manager - Oil Industry & Machinery, K-Ram LLC, USA	2016 – 2019
International B2B sales Contract negotiation Export documentation Oil & energy sector Client due diligence Logistics coordination	
Automotive Sales Consultant, Nissan SA de CV, MX	2014 – 2016
Automotive sales Customer needs analysis Test drives & presentations Sales follow-up Financing coordination Target achievement	
Owner & CEO of Thai Restaurant, Thai Gardens Restaurant, MX	2007 – 2013
<ul style="list-style-type: none"> Ranked among Top 100 restaurants in Mexico City Managed full restaurant operations and staff Negotiated supplier contracts and sourcing Coordinated private events and VIP services Ensured quality control and hygiene standards 	
Premium Automotive Salesperson, General Motors, MX	2005 – 2006
Premium vehicle sales Client consulting Luxury product presentation CRM	
Model, Hostess & Product Presenter, Agency Contempo, USA	2000 – 2002
Brand representation Event hosting Product presentation Promotional modeling High-profile environments	
Animation & Guest Relations, Don Fer's Restaurante Bar, MX	1998 – 1999
Guest engagement Activity coordination Event support	

Courses

- Diploma in Handling Demanding and Conflict-Prone Clients
- Internship in the Department of Consular Affairs at the Mexican Ministry of Foreign Affairs
- Six Months of French Language Practice as Part of a Concierge Exchange Program
- Internship at Fairmont Hotel, Quebec (Canada)
- Diploma in Political-Social Leadership from the National Executive Committee (C.E.N.)

References

- References available upon request.

Hobbies

- Member Swiss clubs: Chorus, Pistol Shooting (Schützenverein)
- Martial Arts/MMA with competitive experience
- Digital media production (photography/video editing)