

**CAYMAN AIRWAYS**  
**IS INVITING APPLICATIONS FOR THE POSITION OF**  
**Vice President, Commercial**

*Reporting to the Chief Executive Officer, the Vice President of Commercial is a member of the Executive Management Team with responsibility for all commercial aspects such as Sales and Distribution, Promotion, Product and Network Management, brand management and ensuring brand quality.*

**Main Duties & Responsibilities:**

- Being a visionary and executing thorough strategic and tactical processes to establish the Company's market position.
- Forecasting, budgeting and managing the resources necessary to establish key target clients, vendors, and resources.
- Driving revenues and profitability growth by prospecting, identifying, quantifying and closing client sales.
- Establishing annual sales objectives that will drive the attainment of business objectives and the achievement of those sales objectives.
- Analyzing the needs of current and potential customers to determine and deliver appropriate solutions for their evolving business requirements.
- Identifying and researching new business opportunities. Implementing strategies to pursue those opportunities which will bring revenue, entrance into new markets, and future opportunities to the business.
- Development and establishment of standard procedures in network management, such as e.g. monitoring interline opportunities, evaluating potential new routes, and deciding on the opening and closure of routes.

**Requirements**

- Degree in Sales, Marketing or related area, MBA would be an advantage
- A minimum of 10 years of progressive hands-on experience in Airline Commercial
- A minimum of 5 years of management experience
- Experience in sales and distribution, in particular characteristics of the key markets, target customer groups and pricing
- Knowledgeable in network management regarding the analysis of market potentials, scheduling development, revenue management, and yield management
- Experienced in marketing, CRM, and brand & product business
- Ability to think strategically and conceptually combined with hands-on approach in order to initiate, develop and implement commercial concepts
- Effective and strong interpersonal, coaching, consulting, process and project management skills required
- Ability to convince, motivate and work under pressure
- Excellent communication and presentation skills

Salary: CI\$80,000 – CI\$120,000.00