

Nicola Laurijssen
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Partnerships and Operations Professional with 10+ years' experience across events, hospitality & business travel, specialising in relationship development, business growth, resource and workforce planning, pipeline management and operational delivery. Experienced in managing suppliers, stakeholders and resources across regional and global environments, developing partnerships, managing commercial agreements and turning opportunities into successful outcomes. A collaborative and articulate communicator, experienced in working within cross-functional, international teams to deliver sustainable, long-term commercial value.

Core Skills

Strategic Partnerships & Relationship Management | Resource & Workforce Planning | Pipeline Management & Forecasting | Project & Operational Coordination | Stakeholder & Supplier Management | Commercial Negotiation & Contract Management | Event Planning & Delivery | Cross-Functional & International Collaboration (APAC/EMEA/NORAM) | Business growth

Employment History

Partnership & Business Development Manager Guava Amenities - Singapore

May 2024 – May 2025

- Developed strategic relationships with global hotel chains, wellness brands and retailers across APAC, to expand a sustainable product and amenities portfolio for the hospitality sector.
- Identified partnership opportunities and presented tailored B2B propositions to senior decision-makers at five-star hotels.
- Drove growth and new revenue streams by leading research and development of new product lines aligned with consumer and sustainability trends.
- Strengthened brand presence through retail partnerships and sponsorships that increased product distribution and brand visibility.
- Coordinated cross-functionally across leadership, design, logistics, sales, and procurement teams, managing resourcing and timelines to translate commercial opportunities into executable partnerships.

Partnership & Supplier Manager - APAC Lead CWT – Meetings & Events - Singapore

September 2022 – October 2023 (redundant)

- Developed and managed strategic partnerships across APAC, coordinating the full partnership lifecycle from opportunity development and stakeholder engagement through to commercial negotiation, contracting and onboarding.
- Built and grew a pipeline of key partners including hotels, Destination Management Companies, and tourism boards, supporting Meetings & Events teams across Singapore, Australia, and China.
- Pitched value propositions and commercial models to senior partner stakeholders, negotiated agreements that maximised profitability and long-term value.
- Represented the business at industry trade shows, networking events, and client meetings to strengthen market presence and expand partner relationships.
- Collaborated with global supplier management and operations teams to align regional partnership strategy and support scalable growth.

Bid & Workforce Planning Coordinator – Global Commercial Operations CWT – Corporate Business Travel – Singapore

October 2018 – September 2022

- Managed global bid pipeline forecasting and workforce planning across APAC, EMEA and NORAM, aligning anticipated demand with team capacity and available resources to support effective planning and delivery.
- Coordinated multiple concurrent RFPs across regional teams, balancing deadlines, workloads and available resources to ensure proposals were delivered accurately and on time.
- Supported regional sales teams within the business travel sector, developing a strong understanding of corporate travel programmes, service models, and commercial requirements.
- Delivered accurate reporting and insights to support bid planning, forecasting, and senior leadership decision-making.

Employment pause while raising our son	2014-2018
Moved to Singapore	2013
Event Manager	2009-2013
ASME (Association for the Study of Medical Education) – UK	
- Managed full lifecycle of 12+ annual conferences, including venue sourcing, supplier negotiation, budget management, resourcing, exhibitors and sponsorships. - Coordinated staffing, resourcing and logistics across a full annual events calendar, balancing multiple concurrent projects against fixed deadlines and budgets. - Designed event strategies to drive participant engagement, coordinating VIP management, logistics and program scheduling. - Led pipeline planning and forecasting across the annual calendar, ensuring accurate resource projections and timely execution across all scheduled events.	
Residential Property Sales Agent - UK	2005-2008
Recruitment Consultant - UK	2004-2005
12 months of independent worldwide travel	2002-2003
Hospitality, Sales Executive & Office Manager positions - UK	1999-2002
Education	
Napier University – Edinburgh, UK BA Degree Hotel Services Management	1996-1999
Mary Erskine School – Edinburgh, UK	1990-1996