

Madeleine May Thornburn

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EDUCATION

University of Oxford

Masters of Business Administration

- **GRE:** Verbal - 168 (99th percentile); Quant - 158

Oxford, England

September 2022

Georgetown University

Bachelor of Arts — magna cum laude (top 10% of graduating class)

- **Majors:** French, Spanish and Portuguese
- **Awards:** Regent's Citation, Nat'l Society of Collegiate Scholars, ACE Worldwide Scholar, Nat'l Hispanic Honor Society

Washington, D.C., USA

May 2016

WORK EXPERIENCE

Leading Hotels of the World

Manager, Strategy & Operations

London, England

October 2022 - Present

- Project Manager reporting to the Director of Strategy & Operations. Responsible for planning, budgeting, scheduling, overseeing and coordinating projects critical to furthering the company's commercial strategy.
- Co-lead projects with Sales Managing Directors across Travel Trade, Group, and Corporate segments designed to increase occupancy, bookings, ADR and RevPAR, maximize revenue to LHW and member hotels, enhance brand awareness and grow market share (i.e. Travel Agent Engagement Program).
- Develop tools, resources, and strategies to drive productivity and realize commercial goals across all segments and channels (i.e. Strategic Account Management system, Sales Training, Salesforce cleanup).
- Delivered a 5-Year Market Analysis to the C-Suite and Executive Committee to inform corporate strategic direction. This featured a business development plan highlighting opportunities for property development and acquisition in locations with growing populations of High Net Worth Individuals and increasing inbound travel demand. The strategy optimises exposure to key markets and enhances brand awareness to increase market share.
- Provide investment and divestment recommendations to leadership based on research and data-driven insights, market trends, KPIs, sales metrics, competitor activity, and customer behaviour.
- Revised member hotel quality standards and evaluation metrics to ensure LHW maintains a consistent, high-standard product (incl. design, amenities, servicing, etc.) across its exclusive portfolio of independent luxury hotels. This tactical decision effectively eliminates underperforming hotels in oversaturated destinations.
- Perform property inspections and meet with GMs on site to present regional insights and trends, discuss their competitive positioning, and strategize about opportunities to maximise revenue.
- Solicit and assess bids from vendors/consultants pitching for project work. Direct/oversee engagement once contracted.

Zillow Group (NASDAQ: ZG)

Marketing Effectiveness Manager - MBA Intern

New York, NY, USA

July 2022 - September 2022

- Designed a proposal for the 2023 \$80M marketing budget at America's largest tech real-estate marketplace company after assessing the efficacy of paid marketing.

Epibreren LLC

Owner & Principal Consultant

Worldwide - Remote

August 2021 - July 2022

- Ad-hoc consulting while pursuing an MBA. Upskilled in commercial expertise, financial management, negotiation.

Grant & Eisenhofer P.A.

Research Analyst

Wilmington, DE / New York, NY, USA

May 2017 - August 2021

- Produced deep-dive competitive analyses and strategic intelligence assessing the securities class action litigation market.
- Supported international business development efforts by identifying and nurturing relationships, drafting RFPs, and maintaining the CRM system. Efforts resulted in sourcing the firm's first French and Brazilian clients, including LATAM's largest institutional investor and France's third largest asset manager by AUM.
- Revamped SEO and social media strategies to assist in growing US market share for four consecutive years.
- Launched the G&E Global ESG Institute to underscore the firm's legacy in corporate governance.

Lark Distilling Co. Ltd. (ASX: LRK)

Consultant

Sydney, NSW, Australia - Remote

April 2018 - May 2019

- Advised C-suite, Board of Directors on US federal import regulations with a strategic proposal for US expansion.
- Designed new labels and bottles. Developed relationships with marketing partners, importers, distributors, wholesalers.

Blue Heron Research Partners LLC

Research Associate, LATAM & EMEA

New York, NY, USA

June 2016 - April 2017

- Wrote qualitative research reports providing institutional investors with material to make well-informed asset allocation decisions across industries. Serviced VIP clients: Blackrock, Carlyle Group, Oaktree Capital, Baupost Group.

ADDITIONAL INFORMATION

Software: Excel, Word, PowerPoint; Salesforce, Satuit; CVENT; Jira; Tableau; Asana; Photoshop, Illustrator, InDesign

Citizenship: USA; UK **Interests:** Running, sailing, F1, tennis, interior design, architecture, travel - www.madeleinemay.co.uk

Volunteer: Georgetown Alumni Admissions; Tatnall School Alumni Chair '12; World Economic Forum Global Shapers