



Ingrid Rubin

Ingrid Rubin is a well-rounded businessperson who has a specialized skill set in ecommerce, acquired from having worked for several multinational industry leaders in the hospitality, travel and retail sectors, performing key business functions. In addition, Ingrid has developed a fine tuned sense of commercial judgment and business acumen, which combined with her entrepreneurial flair, becomes an asset to any organization.

The Internet has proved to be her greatest passion with the unlimited potential and challenge that it brings to Companies today to change their distribution and marketing strategies to keep up with Customer demands. She is also the driving force behind the development of an online brand monitoring and reputation management tool.

EDUCATION

Ingrid qualified with an undergraduate qualification in Purchasing Management at Wits in 1991. While at the Edcon Group she was then selected to attend MAP (Management Advancement program) which she completed successfully. In 2001 Ingrid obtained her MBA from the renowned Australian Bond University, on the Gold Coast.

CAREER HISTORY

EDCON

Ingrid began her career in procurement as a trainee buyer for Makro, moving at the tender age of 20 years to Edcon and quickly being promoted to Senior Buyer (Men's' and Boys' clothing), she spent 5 years with the Group.

SOUTH AFRICAN AIRWAYS

With the focus in Companies on cost savings and efficiencies in the supply chain pipeline Ingrid was soon snapped up by South African Airways to work with a team of 5 others in the Global Supply Management Department, together with McKinsey Consulting, to identify key areas for improvements on contracting, processes and pricing to ensure cost savings for the Carrier. The Team achieved the target of an R200m savings for the Company in the first-year.

Ingrid then focused on Strategic Marketing and Business Development for the Airline, As Senior Manager: Strategic Alliances, forming part of the Team responsible for negotiating and implementing the code share agreement with Delta Airlines dramatically increasing the revenue streams on the U.S. routes for S.A.A. With the focus moving increasingly to the growth in the internet, Ingrid was promoted to Executive Manager: Online Sales and Marketing responsible for growth of revenue and development of the product for leisure (flysaa.com) and Corporate product (SAABiz) as well as the International sites, having to develop marketing and pricing strategies to ensure the successful growth and management of the digital team.





SOUTHERN SUN HOTELS

Ingrid was approached by Southern Sun Hotels to join them to head up Channel Marketing Management for the Group. Her key focus areas, over her 3-year tenure which have been achieved with significant success were; developing a channel strategy for the Group with specific focus on the eChannels (web and Reshub), the development of requirements and overseeing of the implementation of a new website (live May 2006), develop an eMarketing strategy and grow this channel (web) to a significant contribution of revenue in 3 years.

Ingrid spearheaded the development of the strategy and oversaw the successful implementation of nett rates in April 2006, enabling transparency and huge efficiencies for the Hotel Group. She devised and supported in the implementation of the very successful “Efficiency Reward Program” for the Travel Trade during the same period.

SAIDWOT

Spending 2 years with Digital Agency start up longtail she focused on providing creative but effective digital solutions to Clients with tremendous results. A large focus during this period was also building and educating clients in the South African market about the effectiveness of the online channel.

With her accomplished background, tremendous knowledge base in the Travel and Tourism Industry and significant success and passion in ecommerce and distribution she now heads up SaidWot as Chief Strategist & GM. Her passion is strategy around brand value and reputation management which is a vital aspect of brand positioning today most especially online due to Social Influence Media and the freedom of expression that the Consumer has. Understanding, participating and controlling the Brand perception is paramount.

