

LEAH CARMEN DANIEGA

Business Development • Strategic Partnerships • Event Execution
(APAC Focus)

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📍 Bangkok, Thailand

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Profile

Business development specialist with 5+ years of experience across APAC and U.S. commercial markets, combining cold-pipeline execution with high-touch client service. Proven ability to turn friction-heavy environments into sustained growth through structured outreach, event engagement, and operational coordination. Comfortable owning deals, relationships, and brand visibility end-to-end.

Professional Experience

07/2024 – present
Bangkok, Thailand

Partner Account Development

GLHIP Co., Ltd. [🔗](#)

- Appointed as account lead for FetchPay, an Accor-approved Scan & Pay solution; led APAC expansion including Thailand, Indonesia, Malaysia, Singapore, Philippines, and Australia, managing pipeline, outreach, and deal execution.
- Built and qualified a lead database of 150+ hotels and led full-cycle sales — from pitching to proposal delivery and onboarding coordination.
- Sustained daily outreach and reporting discipline despite product resistance and stalled momentum across pilot deployments.
- Developed outbound pipelines for Glhip's in-house platforms (restaurant booking, voucher system) and managed vendor sourcing across internal operations.
- Represented Glhip at hospitality and tech events, capturing leads, expanding partnerships, and establishing trust across formal and informal networks.

06/2023 – 06/2024
Bangkok, Thailand

Business Development Associate

The Urban Office Co., Ltd. [🔗](#)

- Managed B2B and enterprise workspace accounts, delivering 4M THB in direct sales and supporting 20M+ THB in contract renewals.
- Generated 240+ qualified leads through cold outreach, inbound handling, and walk-in conversion, leading the full sales cycle from consultation to contract.
- Built and maintained key client relationships including AAPC (Accor), Eatigo, and PRTR, ensuring long-term account satisfaction and retention.
- Independently planned and executed branded events (e.g., RubyConfTH, French Tech Talks, AMCHAM Gala), overseeing logistics, vendor coordination, and live delivery.
- Oversaw full client experience from walk-in to contract, ensuring consistent revenue capture and retention through daily site readiness and service delivery.

10/2022 – 01/2023
Taguig, Philippines

Assistant Manager – CitiBusiness

CITIBANK [🔗](#)

- Acted as regional liaison for U.S.-based commercial portfolios; owned reporting alignment and urgent client escalation workflows under SLA constraints.
- Drafted high-level presentations, reports, and correspondence for senior managers, ensuring quality and confidentiality.
- Handled incoming communication flow — inbound calls, emails, appointment requests — prioritizing client needs and routing with urgency.

09/2019 – 10/2022
Taguig, Philippines

Customer Experience Analyst – Commercial Banking
CITIBANK

- Managed high-volume inbound service requests from US-based commercial clients, resolving issues related to operations, compliance, and transaction processing.
- Produced internal compliance reports, tracked client satisfaction data, and flagged recurring issues to management for process improvement.
- Coordinated between sales teams, product units, and support to ensure timely resolution of escalations and service tickets.
- Maintained accurate KYC documentation and supported regulatory onboarding processes across multiple commercial portfolios.

Education

2015 – 2019
Nueva Ecija,
Philippines

Bachelor of Science in Business Administration
Central Luzon State University
Major in Marketing Management

Skills

Sales & Growth

- Lead Generation (Inbound & Outbound)
- Cold Outreach & Pipeline Building
- Proposal Structuring & Negotiation
- Strategic Account Development
- Revenue Retention & Upselling

Events & Brand Representation

- End-to-End Event Planning & Execution
- On-Site Client Engagement & Hosting
- Industry Networking & Lead Capture
- Brand Exposure Through Public Representation

Client Management & Communication

- B2B Relationship Handling (APAC & US Markets)
- Executive-Level Coordination & Reporting
- Branded Event Planning & Client Hosting
- Escalation Management & Resolution
- Cross-Team Coordination

CRM & Operational Tools

- HubSpot CRM • Proposify
- KYC & Compliance Documentation
- Vendor Sourcing & Onboarding
- Internal Reporting & Presentation Prep

Languages

English
Fluent

Filipino
Native

Korean
Conversational

Key Achievements

- Built a sales pipeline of 150+ hotels across APAC
- Closed 4M THB in direct workspace sales
- Handled inbound banking ops for 3+ years across high-value accounts
- Generated 240+ qualified leads in 12 months
- Delivered 10+ branded events, from planning to live execution
- Supported 20M+ THB in contract renewals