



Morten Jensen

Key Account Manager at Booking.com

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📍 Copenhagen, Denmark

Professional Experience

Key Account Manager (NEMEA) - Chains, Owner and Management Groups, Booking.com

03/2025 – Present | Copenhagen, Denmark

- Managed regional Key Accounts portfolio, driving ~€250M in partner and ~€35M in company revenue annually
- Developed reporting frameworks to track KPIs and uncover growth opportunities
- Launched and scaled Sponsored Ads product across 34 EMEA markets with cross-functional teams
- Analyzed data in cross-functional groups to close global revenue gaps, driving double-digit growth in key segments.
- Advised C-suite with data-driven segmentation and customer insights to refine campaigns and platform positioning

Account Manager (NEMEA) - Chains, Owner and Management Groups, Booking.com

06/2024 – 03/2025 | Copenhagen, Denmark

- Managed a high-value regional accounts portfolio generating ~€150M in partner-driven and ~€20M in company revenue annually
- Drove product adoption through targeted engagement strategies and data-driven market and guest insights
- Established KPIs and tracking systems to optimize campaign performance and lifecycle management
- Partnered with regional teams to deliver industry events, strengthening stakeholder relations and brand presence.

Account Manager - Local Partner Services, Booking.com

10/2021 – 06/2024 | Copenhagen, Denmark

- Managed a diverse portfolio including independent hotels, PMC's and hotel chains
- Recommend digital marketing enhancements using analytics to improve partner visibility and conversions
- Navigated change and crisis management while maintaining strong partner relationships
- Consistently exceeded quarterly and annual KPIs on individual and team level

Sales Manager - Groups & Events, Fairmont The Palm

01/2018 – 10/2021 | Dubai, UAE

- Managed corporate accounts generating 35% of event revenue and secured an additional 30% from new business
- Led a team contributing further 25% of event revenue and negotiated with sponsors and suppliers for major events
- Delivered monthly performance reports to executives and conducted regular forecasting and P&L analyses

Sales Executive - Groups & Events, Fairmont The Palm

11/2016 – 12/2017 | Dubai, UAE

Sales Coordinator - Groups & Events, Fairmont The Palm

12/2015 – 11/2016 | Dubai, UAE

Executive Club Lounge Agent, Waldorf Astoria Palm Jumeirah

09/2014 – 12/2015 | Dubai, UAE

Education

Bachelor of International Business in Hotel & Tourism Management, César Ritz Colleges, Switzerland

05/2011 – 05/2014

Le Bouveret & Brig, Switzerland

- Honor Roll - GPA 3.21/.00
- Marketing Ambassador - Eta Sigma Delta Honors Society

Languages

Danish (Mother tongue), **English** (Fluent), **Italian** (Advanced), **French** (Conversational), **Spanish** (Conversational)