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LANGUAGES

English	Fluent
Spanish	Advanced
Portuguese	Native

CHANNEL PORTFOLIO

OTAs
Booking.com · Expedia · Despegar

Bedbank & wholesale
Hotelbeds · WebBeds · Keytel · Beds4Travel · national tour operators

Metasearch
Google Hotels · metasearch feeding the direct channel

Trade & air
Agencies · groups · allotments · air charters

Direct
Brand website · reservations center · CRM

AI answer engines
ChatGPT · Gemini · Google AI Mode

Carlos Endrigo Soares

DISTRIBUTION, REVENUE & COMMERCIAL STRATEGY · HOSPITALITY

Based in Brazil · available for up to 35% travel, domestic and international

SUMMARY

Twenty-two years building commercial engines for hotels and resorts in Brazil, from operations to Chief Revenue Officer. I have run distribution end to end for leisure destinations in Northeast Brazil: OTAs, bedbanks and wholesale, tour operators and air charters, metasearch and the direct channel, under one commercial strategy with parity governance. Northeast Brazil plays by the same rules as the Caribbean: sun-and-beach demand, all-inclusive product, strong seasonality, dependence on air capacity and inbound international sourcing. My current focus is the channel that is opening next: making hotels visible and cited inside AI answer engines.

22+
years in hospitality, commercial and revenue

735
rooms in four hotels under my revenue direction

13% → 42%
direct share of the mix at Maceió Mar Hotel

+22 +27 +24%
RevPAR growth in 2023, 2024 and 2025, Tropicalis hotels

CAPABILITIES · EVIDENCE

Channel strategy & roadmap	As CRO, I unified revenue, marketing, sales, distribution and reputation into one commercial engine for a multi-brand group, setting the channel mix, the parity rules and the metrics each channel is held to.
OTA · bedbank · metasearch	Booking.com, Expedia and Despegar on the OTA side. Hotelbeds, WebBeds, Keytel and Beds4Travel among bedbanks and wholesalers, plus national tour operators, all negotiated and run hands-on in each partner's extranet. Google Hotels and metasearch feeding the direct channel.
Third-party negotiation	Portfolio-level agreements with OTAs, bedbanks and tour operators, including allotments, groups and air-charter programs with CVC (Brazil's largest tour operator) and for the Argentine market.
Online channel at scale	Built revenue management from scratch at Maceió Mar Hotel, unified e-commerce with the reservations center and took direct sales from 13% to 42% of the mix.
Leisure & international markets	Two decades selling sun-and-beach leisure in the Brazilian market that behaves most like the Caribbean, plus inbound sourcing from Argentina by dedicated air charter.
New channel engagement	Distribution to AI answer engines: structured hotel data, content and rate signals that make a property eligible to be found and cited. I also built a demand-signal model for sun-and-beach destinations that reads air capacity, events and OTA availability to anticipate pickup.

EDUCATION

MBA · Marketing, Sales & Merchandising

FGV · 2016 to 2018

MBA · Sales, Distribution & Marketing Operations

FGV · 2014 to 2015

MBA · Commercial Management

FGV Campinas · 2013 to 2014

BA · Tourism

Estácio · 2002 to 2006

CORE SKILLS

Revenue management and pricing

Distribution strategy and channel mix

Third-party contract negotiation

Corporate, groups, events and MICE

Trade marketing, tour operators and agencies

International markets and air charters

Digital marketing and hotel e-commerce

Market intelligence and applied AI

Building and leading commercial teams

CONTINUING EDUCATION

Revenue management programs · GO Consultoria

RECOGNITION

Arara Azul Award · Azul Viagens, the largest tour operator for Northeast Brazil · 2026

PROFESSIONAL EXPERIENCE

Independent Operator · Revenue, Marketing & Sales

Since Jul 2026

One-person company powered by AI agents · Northeast Brazil

- Running revenue, distribution and sales for hotels in Northeast Brazil, including visibility in AI answer engines.

Chief Revenue Officer

Apr 2025 to Jun 2026

Augis Group · Tropicalis, Sais Beach Living, Vivari, Palms, Verano · Maceió

- Revenue, marketing, sales and distribution for a seven-brand portfolio of four hotels and 735 rooms, led by a commercial team of about twenty.
- RevPAR up 22%, 27% and 24% in 2023, 2024 and 2025 across the Tropicalis hotels: three consecutive years of growth.
- Launched Sais Beach Living (Nov 2025) and built its direct, OTA, bedbank and tour-operator channels.
- International sourcing: half-board product for the Argentine market via air charter and dedicated inbound handling.

CRO · Director of Revenue, Marketing & Sales

Nov 2024 to Apr 2025

Grupo Brocker · Tourism & Hospitality · Canela

- Revenue, online marketing and trade marketing for a mountain destination, taking the beach-leisure playbook to winter product.

Director of Revenue · Operations Superintendent

Feb 2020 to Nov 2024

Tropicalis Hotels · Maceió

- Led the commercial recovery plan through the pandemic and launched Verano Tropicalis (Aug 2020).
- Took Palms Ponta Verde into the ten best-rated hotels in Brazil, with pricing anchored in guest-experience value.

Marketing & Sales Manager

Aug 2015 to Feb 2020

Grupo MME · Maceió Mar Hotel · Acqua Suítes · Maceió

- Built the revenue department and its technology stack from scratch.
- Direct sales from 13% to 42% of the mix, with e-commerce and reservations center on a single track. Opened Acqua Suítes.

Marketing & Sales Manager

Jul 2014 to Jun 2015

Grupo Pratagy Hotels & Resorts · Maceió

- Took over after the previous management company exited: launched the all-inclusive model in two months, a model that still sustains the group.

Regional Sales Manager

Apr 2009 to Jun 2014

Salinas Hotels & Resorts · Maceió · Maragogi

- Opened the resorts' main feeder markets, Minas Gerais and São Paulo, with tour operators, agencies, corporate accounts and air-charter programs with CVC.

EARLY CAREER · 2000 TO 2009

Commercial Assistant, Hotel Ponta Verde · Front Desk & Night Audit, Accor / Ibis · Airport Agent, TAM · Tourism Consultant, SETUR Alagoas.