

Abdallah Arjdal

CUSTOMER SUCCESS · STRATEGIC ACCOUNTS · SAAS HOSPITALITY PROJECT MANAGER

15+ years of experience — Ex-Booking.com & D-EDGE Hospitality Solutions (Accor) — Paris — Hybrid profile across Customer Success / Account Management / Project Delivery.

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- AVAILABLE IMMEDIATELY
- 15+ YEARS EXPERIENCE
- 11 YEARS AT D-EDGE / ACCOR
- EX BOOKING.COM

PROFILE

Hybrid Customer Success / Strategic Accounts / Project Manager profile, able to quickly take over a strategic portfolio or complex client projects in demanding hospitality SaaS environments. 15 years of experience across Booking.com and D-EDGE Hospitality Solutions (Accor), with recognized expertise in enterprise account management, hotel distribution (OTA, GDS, Channel Manager), multi-team project delivery, and client engagement up to C-level.

RETENTION

Stabilizing strategic portfolios and reducing churn risk across complex, multi-property, international accounts.

EXPANSION

Identifying growth opportunities across high-stakes accounts with a revenue-minded, long-term relationship approach.

PRODUCT ADOPTION

Accelerating usage, clarifying value perception, and supporting demanding clients in structured tech environments.

CROSS-FUNCTIONAL EXECUTION

Coordinating product, technical, sales and support teams to deliver concrete, measurable results.

EXPERIENCE

D-EDGE Hospitality Solutions

2014 — 2025 · Paris, France

ACCOR GROUP · SAAS INDUSTRY

- Jan-Déc 2025
- Strategic Accounts Project Manager
- 2022-2024
- Technical Project Manager
- 2020-2022
- Accor Projects Director
- 2019-2020
- Key Account Manager - Hotel Chains & White Labels
- 2016-2018
- Senior Account Manager - SaaS & Hospitality
- 2014-2015
- Partnership Operations Associate
- 2014
- Connectivity Manager

Over 11 years at D-EDGE, in charge of strategic and enterprise accounts, driving high-impact initiatives while building strong, durable relationships aligned with business objectives. Managed complex, simultaneous projects across product, technical and commercial teams. Leveraged deep SaaS and hospitality expertise to drive customer success and measurable value, with regular engagement at C-level.

Booking.com

2010 — 2014 · Paris & Casablanca

ONLINE TRAVEL AGENCY

- 2012-2014
- Senior Coordinator FR
- 2011-2012
- Account Manager North Africa
- 2011
- Account Manager FR
- 2010-2011
- Hotel Coordinator FR

Managed portfolios of 250 to 350 hotels — onboarding, technical integrations, and service quality. Key contributor to the launch of the Casablanca office, coordinating local teams. Built strong expertise in Revenue Management, client support, and cross-functional collaboration in a high-growth international environment.

SELECTED PROJECT

LAUNCH PARTNER — GO-LIVE JUNE 20, 2026

SaharyTrip

CHIEF STRATEGY & OPERATIONS OFFICER · EXPERIENTIAL TRAVEL · SOUTHERN MOROCCO (AGADIR, MARRAKECH, ESSAOUIRA)

An early-stage startup building authentic, immersive stays rooted in the territories of southern Morocco. As CSO, operating simultaneously across strategy, operations and partnerships — structuring the business from scratch ahead of its public launch on June 20, 2026.

- ✓ Hotel partner sourcing & negotiation
- ✓ Distribution strategy & OTA optimization
- ✓ Local team upskilling
- ✓ Operational process design & rollout

EXPERTISE & SKILLS

BUSINESS IMPACT & CS

Strategic / Enterprise Account Management
Renewal, retention & revenue expansion (upsell/cross-sell)
Product adoption, onboarding, time-to-value
QBR / EBR & customer value management

HOSPITALITY TECH

Hospitality SaaS & hotel tech ecosystem
Hotel distribution: OTA, GDS, Channel Manager
Revenue Management & distribution optimization
Multi-property / hotel group account management

LEADERSHIP & EXECUTION

Executive communication & stakeholder management
Consultative approach / solution selling
Technical enablement & change management
Negotiation & cross-functional alignment

LANGUAGES

FR French · Native **EN** English · Operational **AR** Arabic · Intermediate

EDUCATION

- 2025
- PMP — Project Management Professional · Actinium, Paris
- 2009
- BTS in Negotiation & Customer Relationship Management · Jean Lurçat Paris School
- 2007
- French Baccalaureate — Communication & HR · Jean Lurçat Paris School