



Butterfly
Transforming Hospitality

BUTTERFLY

WE PROVIDE THE BEST FULL
MANAGEMENT AND E-
MANAGEMENT SERVICES FOR THE
MOST EFFICIENT UTILIZATION OF
YOUR PROPERTY IN ANY AREA OF
GREECE.



KEY PEOPLE



Co-founder and CEO

Fabrice Delaporte

- Master of Finances & Management - Dauphine
- 15 years in services industry (4 500 people) - Partner
- 3 years developing renewal energy project - Partner
- 7 years in internet start-up (n2 in EU in online Vets business) - Partner
- 5 years in Greece in Hospitality business



Co-founder and VP Finances

Jean-Jacques
Jacob

- Master in Finances Sorbonne + Master Financial Technics ESSEC
- 15 years in quantitative analysis - Groupama
- Co-founder Century 21 – Asset Management Company
- CEO Mikassa developing Real Estate projects in Brasil
- 5 years in Greece , co-managing Butterfly



C.O.O

Theodoros
Theodoropoulos

- Master of Hospitality Business Science (AUEB)
- 15 years as Hospitality Consultant in Greece, Cyprus, Bulgaria
- CEO in Hotel Tech & Internet Startups – 10 years
- COO of MINT - 3 years - Hospitality management
- Butterfly COO for the last 3 years

KEY PEOPLE



Project and Cost Manager

Alexandra Duboc

- Master HEC Montréal
- HSBC Sales Stock Market
- 3 years - New Alpha – Asset Management company
- 2 years – Butterfly – Project Management + Cost Control



Procurement & Credit Manager

Aneza Vaggelatou

Aneza Vaggelatou – Procurement & Credit Manager

- Bsc. Accounting
- 10 years in Purchasing, Supplies Depts
- 2 years as Hotel Housekeeping Manager
- 2 years Procurement & Credit Manager Butterfly



Digital Marketing Manager

Meggy Mavraki

- Kapodistrian Uni Athens – Digital & Social Media
- 8 years – Digital & Social Media in Hospitality
- 1 year working as Digital Marketing Manager - Butterfly



WHY BUTTERFLY?

With over 15 years of successful track record in the hospitality sector, our team specialises in designing custom hotel management proposals to optimise profitability and maximise guest satisfaction.

Sales & Marketing Excellence

- Extensive experience in internet sales & marketing strategy
- Well-established partnerships with travel agencies (online & offline) in key markets
- Privileged partnerships in the French and UK markets
- Mixed booking management
- Effective revenue management by experts
- Omni-channel Marketing & Advertising Excellence



WHY BUTTERFLY?

F&B optimisation

- Specialisation in all types of F&B outlets and businesses
- Creative ideas & proposals for decoration, menus and drink lists
- Cooperation with leading suppliers to ensure high-quality products at the best prices.

Maximise profitability

- Strict budgeting
- 360 degrees P&L & Reports
- Cost Optimisation
- "Best in class" practises
- Out of the box approach in developing high standards of profitability



WHY BUTTERFLY?

Guest Satisfaction

- A customer-centric approach to all the steps of a guest's journey (from booking to departure)
- In-property guest satisfaction as part of our marketing budget
- Guest loyalty management



SALES & REVENUE

- Sales team to promote your establishment with our leading channel partners
- Focus on increasing direct sales revenue
- Cross-selling & Up-selling strategy design & implementation
- Omnichannel management, including reconciliation of channel-specific offers and/or pricing
- Revenue & Yield management
- Sales planning & forecasting
- Strategic accounts management
- Participation in leading tourism fairs