

## SONYA SKIPP PROFILE

As the General Manager at iFacts, Sonya's responsibility is to oversee the daily operations of the company at an executive level. From marketing and sales to finance and administration, Sonya helps ensure that the business is strengthened through new products, operational system skills, and consistent development.

Sonya and her team are always seeking effective corporate security strategies for iFacts clients that will help develop their businesses, while reducing risk and ensuring the introduction of proactive and innovative solutions for the future.

Sonya is a client-driven professional, putting the needs of clients first by ensuring that iFacts offers the exceptional service that the brand is renowned for in the industry.

Joining the company as a Client Liaison Manager in 2010, she showed an affinity for dealing with clients in a personal and positive manner, developing strong interpersonal skills. After stellar contributions to iFacts, she was promoted to the position of General Manager in early 2012.

Her strengths lie in ensuring clear communication, customer satisfaction, and efficiency for all iFacts' clients. Sonya's additional responsibilities include brand development, operational systems, and marketing strategies.

Sonya holds a diploma in Hotel Management. Her previous experience includes positions at well-known and prestigious hotel chains and exclusive boutique guest houses during her tenure in the hospitality industry.

Sonya's first-hand experience includes running her own bed and breakfast for five years, along with her husband, Craig, and their three sons.

