**CURRICULUM VITAE**



**PERSONAL PROFILE**  **COMMUNICATION**

**Name : J. Baskar Senthil Raj** No: 24, Pillayar Koil Street,

Fathers Name : G.V Jayaraman Pattabiram

Date of Birth : 14/07/1973 Chennai-600072.

Nationality : Indian Phone: +91 97890 26367

Sex : Male Email:baskarsendhilraj1407@gmail.com

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**OBJECTIVE:**

**To take up a challenging task in a professionally managed company and to work for the development of the concern, fully utilizing my skills and strengths and to use the opportunity to learn.**

**EDUCATION:**

* Higher Secondary from D R B C C Higher secondary School, Trivellore -602001.
* DHMT, Indian Institute of Hotel Management, Pudukottai.
* Master of Labour Management (persuing), Madurai Kamaraj University.
* MBA with Hospitality Management Specialization, Manipal Open University (Presently perusing).

**TECHNICAL EXPOSURE**

* Exposure to ‘Property management system’ and ‘Hotel Management system’.
* Exposure to Hotel Management System, Catterpillar’ Software, ‘Fortune Enterprise V3.3. (IDS Software) and fair Knowledge in ‘Fidelio’ Software.

**PERSONAL STRENGTHS:**

***Flexible, Hard Working, Comprehensive Problem Solving Abilities, Good Verbal and Written Communication Skills, Ability to deal with People diplomatically, Willingness to Learn, Team Facilitator and Easy-going.***

**WORK EXPERIENCE:**

**1. Worked as a Steward in Welcome group PARK SHERATON Hotels and Towers, Chennai.**

**- April 1990 to May 1995.**

**Job Responsibilities:**

* Joined as a casual Steward in Banquets and handled the parties.
* Worked in ‘**Residency’** Specialty multi-cuisine Restaurant.
* Worked as Personal Valet for **Chief Minister in Secretariat, Govt of Tamilnadu** for 6 months on behalf of Park Sheraton.

**2. Worked as a Steward in Quality Inn Aruna, Chennai.**

**- May 1995 to June 1996.**

**Job Responsibilities:**

* As a Steward handled the Guest Service on F&B in Jewel in the Crown the Specialty Restaurant.

**3. Worked as a Senior Steward and posted as a Captain in Sindhoori Hotels, Chennai.**

**- June 1996 to Oct 1998.**

**Job Responsibilities:**

* As a Sr. Steward handled the Guest Service on F&B. As a Captain taking orders, preparing duty Chart for Stewards and organizing the Banquet parties.
* Served the **then Prime Minister Mr. Chandrasekhar** on personal Valet on behalf of Sindhoori.

**4. Worked as Sr.Captain in ‘QUALITY HOTEL D.V. MANOR’ Vijayawada. (Joined as Captain and promoted by stages up to Sr. Captain)**

**- Nov 1998 to Oct 1999.**

**Job Responsibilities:**

* Taking banquets bookings & taking care of operations day to day of banquets.

**5. Worked in Intercontinental ‘The Grand Goa’ Resort as Food & Beverage Manager (Joined as Maître De Hotel and promoted by stages up to Food & Beverage Manager)**

**- Nov 2000 to May 2007**

**Job Responsibilities:**

* To oversee entire Operations of all service departments.
* Provide strategic direction to departmental Heads on an ongoing basis.
* Monitor key Business Accounts and provide all operational support.
* Conduct periodic review along with Restaurant Heads.
* Optimize operational efficiencies and achieve higher productivity.
* Finalize operational budgets and monitor the same.
* Undertake cost saving measures within operational areas.
* Provide support to the Directors in formulation of operational/ Projects Strategies and the review of the same from time to time.
* Conduct Operational Audits to sustain and enhance effectiveness of all services.
* Achieve organic growth by maintaining customer delight on service quality.
* Achieve Economies of Scale to bring down cost.
* Create new revenue opportunities and enhance value proposition to the end customer.
* Play a pivotal role towards the business growth and align with the other functional heads so as to achieve operational synergies within the organization.
* To review periodically pricing policy.

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**6. Worked in Best Western The Pleasant Days Resort, Chennai, as D G M (Joined as Food & Beverage Manager and promoted as D.G.M)**

**- Jun 2007 to Jun 2009.**

**Job Responsibilities:**

* To oversee entire Operations of all service departments.
* Provide strategic direction to departmental Heads on an ongoing basis.
* Monitor key Business Accounts and provide all operational support.
* Conduct periodic review along with Departmental Heads.
* Optimize operational efficiencies and achieve higher productivity.
* Finalize operational budgets and monitor the same.
* Undertake cost saving measures within operational areas.
* Provide support to the Directors in formulation of operational/ Projects Strategies and the review of the same from time to time.
* Conduct Operational Audits to sustain and enhance effectiveness of all services.
* Achieve organic growth by maintaining customer delight on service quality.
* Achieve Economies of Scale to bring down cost.
* Create new revenue opportunities and enhance value proposition to the end customer.
* Play a pivotal role towards the business growth and align with the other functional heads so as to achieve operational synergies within the organization.
* Liaison with Govt. depts. For licensing and other matters.
* To review periodically pricing policy.

**7. Worked in Coromandel East West Resort, Sriperumbudur as General Manager**

**- Jul 2009 to Jan 2011.**

**Job Responsibilities:**

* To oversee entire Operations of all service departments.
* Provide strategic direction to departmental Heads on an ongoing basis.
* Monitor key Business Accounts and provide all operational support.
* Conduct periodic review along with Departmental Heads.
* Optimize operational efficiencies and achieve higher productivity.
* Finalize operational budgets and monitor the same.
* Undertake cost saving measures within operational areas.
* Provide support to the Directors in formulation of operational/ Projects Strategies and the review of the same from time to time.
* Conduct Operational Audits to sustain and enhance effectiveness of all services.
* Achieve organic growth by maintaining customer delight on service quality.
* Achieve Economies of Scale to bring down cost.
* Create new revenue opportunities and enhance value proposition to the end customer.
* Play a pivotal role towards the business growth and align with the other functional heads so as to achieve operational synergies within the organization.
* Liasoning with Govt. depts. For licensing and other matters.
* To review periodically pricing policy.

**8. Worked in Hotel Anand Regency Rajmandary as Group General Manager.**

**- Feb 2011 to Mar 2014.**

**Job Responsibilities:**

* To oversee entire Operations of all service departments.
* Provide strategic direction to departmental Heads on an ongoing basis.
* Monitor key Business Accounts and provide all operational support.
* Conduct periodic review along with Departmental Heads.
* Optimize operational efficiencies and achieve higher productivity.
* Finalize operational budgets and monitor the same.
* Undertake cost saving measures within operational areas.
* Provide support to the Directors in formulation of operational/ Projects Strategies and the review of the same from time to time.
* Conduct Operational Audits to sustain and enhance effectiveness of all services.
* Achieve organic growth by maintaining customer delight on service quality.
* Achieve Economies of Scale to bring down cost.
* Create new revenue opportunities and enhance value proposition to the end customer.
* Play a pivotal role towards the business growth and align with the other functional heads so as to achieve operational synergies within the organization.
* Liasoning with Govt. depts. For licensing and other matters.

**9. Worked with A. S. Fun Ltd, Bilaspur as General Manager.**

**- April 2014 to June 2015.**

**Job Responsibilities:**

* To oversee entire Operations of all service departments & amusement park.
* Provide strategic direction to departmental Heads on an ongoing basis.
* Monitor key Business Accounts and provide all operational support.
* Conduct periodic review along with Departmental Heads.
* Optimize operational efficiencies and achieve higher productivity.
* Finalize operational budgets and monitor the same.
* Undertake cost saving measures within operational areas.
* Provide support to the Directors in formulation of operational/ Projects Strategies and the review of the same from time to time.
* Conduct Operational Audits to sustain and enhance effectiveness of all services.
* Achieve organic growth by maintaining customer delight on service quality.
* Achieve Economies of Scale to bring down cost.
* Create new revenue opportunities and enhance value proposition to the end customer.
* Play a pivotal role towards the business growth and align with the other functional heads so as to achieve operational synergies within the organization.
* Liasoning with Govt. depts. For licensing and other matters.

**10. Worked with Mittal Group of Hotel as a General Manager.**

**- July 2015 to May 2017.**

**11. Working as C E O at Besta Ville Hospitality Private Limited.**

**- May 2017 to till Date.**

**DECLARATION**

*I hereby declare that the furnished above are correct to the best of my knowledge and that no change will be demanded by me in future.*

Place: Chennai yours faithfully,

Date: **J.Baskar Senthil Raj**