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|  | **C:\Users\hp\Pictures\DSC_0091[1].jpg Sharad Sharma**  Fusion Homes, A-1004, Techzone-IV,  Noida Extension – 201306 (Delhi-NCR)  Mobile: **+91 9910031451**  Email: [sharadsm@hotmail.com](mailto:sharadsm@hotmail.com) |

**CAREER HIGHLIGHTS**

**Present Job :** Since July 2021

Organization : **AANAYA HOSPITALITY**

Hotels : Delhi Sales Office for Hotels in Goa, Corbett, Jaipur, Shimla, Mussoorie, Rishikesh and Nainital.

Position : **Head-Sales & Marketing** Based at : Delhi.

* Aanaya Hospitality is a Hotel Sales Representation Company in Delhi as Delhi Sales Office for 5\* and 4\* Hotels viz., Hard Rock-Goa, Riverside by Aahma-Corbett, Willow Banks-Shimla, Highlands-Mussoorie, Bliss Ganga-Rishikesh and Ashdale-Nainital.
* Responsible for generating from Sales from Delhi-NCR.

**PREVIOUS JOBS**

September 2016 till January 2021

Organization : **AJIT GROUP OF HOTELS** (The Group belongs to the Royal Family of Jodhpur)

Hotels : **The Ajit Bhawan Palace**, **Khaas Bagh** in Jodhpur and **Rawla Narlai** (a unique Destination).

Position : **Head of Sales for the Group having Luxury Heritage Hotels**

Based at : Regional Sales Office in Noida (Delhi-NCR).

* Pan India Marketing and Sales Portfolio. Leading the Marketing & Sales Team.
* Also responsible for planning and implementing the Annual Marketing and Marketing & Sales Plan.

October 2012 to September 2016

**RADISSON HOTELS - Managed by Carlson Rezidor Hotels Group**

Jan’2015 to Sept2016: **Radisson Blu Haridwar & Country Inn & Suites by Carlson-Goa-Panjim**

Position: **Associate Director of Sales -** Based at Ownership Office in Noida

Oct’2012 to Nov’2014: **Radisson Shimla & Radisson Khajuraho**

Position: **Senior Sales Manager -** Based at Regional Sales Office, New Delhi

**Job Profile:**

* Responsible for planning and implementing Sales & Marketing Plan for each quarter.
* Generating business from the defined markets.
* Budget forecasting for the hotels based on market analysis.

September 2009 to September 2012

Organization: **HRH Group of Hotels-Luxury Grand Heritage Hotels by the Royal Family of Mewar**

Position: **Senior Manager (Sales & Marketing)** – Retainership Agreement for 3 years.

Base: Regional Sales Office – Delhi

**HRH Group of Hotels in Udaipur, Jaisalmer, Bikaner, Ranakpur and Kumbhalgarh**

**Shiv Niwas Palace, Fateh Prakash Palace, Gorbandh Palace, Gajner Palace, The Aodhi etc.**

**Job Profile at HRH Group of Hotels:**

* Head of Northern Region Sales based at Delhi.
* Planning and implementing Sales & Marketing Plan for each quarter.

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**Jan’08-Aug’09 U.P. Hotels Clarks Ltd.**

Position **Manager (Sales & Marketing)**

Based atNew Delhi (Corporate Office) – **Part of the Core Team**

Hotels: Clarks Inn and Clarks Exotica Brand of Boutique Hotels at

**New Delhi, Bengaluru, Goa, Shimla, Mussoorie, Amritsar and Khajuraho.**

Forte Corporate, MICE & Travel Trade.

**Job Profile at U.P. Hotels Clarks Ltd:**

* Establishing the Sales & Marketing Office. Part of the Core Team for Budget and Annual Strategy planning.
* Responsible for generating business for all the hotels providing them a good start and response from all segments excluding OTAs. Organized PR activities at Delhi, Ahmedabad and Mumbai.

**Nov’05-Dec’07 Ramee Group of Hotels (4 star Chain of Business Hotels)**

Position: **Sales & Marketing Manager** (Delhi-Regional Sales Office) **– 1st RSO of Ramee Group**

Hotels : Ramee Guestline Hotels – Mumbai, Bangalore, Pune and Tirupati.

Forte : **Corporate Sales**

**Job Profile at Ramee Group of Hotels:**

* Generating regional sales from Delhi and National Capital region. Head of the Delhi-NCR region.
* Pivotal in generating profitable business revenue in line with the standards established by the organization.

**Dec’2000-Oct’05 Shilon Resorts – Shimla (Resort Categorized as 4\* by Ministry of Tourism, GOI)**

Position Joined as Sales & Reservation Executive, promoted to **Asst. Sales Manager**

Based at New Delhi – Corporate Office

**Job Profile at Shilon Resorts, Shimla (Corporate Office-Delhi):**

* Co-ordinated with the General Manager and Sales Head on day-to-day Sales, rates and package strategy.
* Accountable for achieving the revenue budget from the assigned territory.

**ACADEMIC CREDENTIALS**

10+2 from St. Sophia’s Sr. Secondary School, Paschim Vihar, New Delhi

Bachelor’s Degree in Humanities from Delhi University (1993-1996).

2 Years Diploma in Hotel Management from YMCA, Faridabad (1997-1999).

**Place:** Delhi-NCR **Sharad Sharma**

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