

Resume

Anupam Mukherji
N-58, Ramesh Park,
Laxmi Nagar,
New Delhi – 110092
PH- 9971610219
anupam25mukherjee@gmail.com



SUMMARY

- **16+ Years** of experience in Hotel Developments, Acquisitions, Mergers, Sales, New Business Development, P&L Management, Strategic Planning, Key Account Management and Distribution and Enhancing Operations
- **General Manager** with Hotel Singhania Sarovar Portico to create mechanics to develop footfall with seamless flow, leadership for operation and sales for increasing revenue.
- **Director of Operations and Sales & Marketing** with Hotel Trinity Grand to provide leadership to team for inside and outside sale, penetrate market for reach of Corporate, locals and Travel Agents/OTA's. Increasing revenue and visibility in the market.
- **Director of Sales** with Accor Hotels India to develop strategic connect with Corporate, Travel Agents for the company with market-based reading on new opportunity for Hotel Development ie. Acquisitions and Mergers.
- Core Competencies: Development | Acquisitions & Mergers| Go-to-market Strategy| Account Management |Distribution Solutions | Leadership | Segment Expertise: Corporate Transient | TMC Management |Leisure Transient & Groups
- **Sr. Manager** | Corporate - Responsible for successfully planning and execution of the Sales and Marketing functions for Yatra.
- Strong experience in **Sales & Marketing, Customer Service, Client Servicing, Corporate Liasoning, People Management**.
- Experience in managing business travel, selling travel plans and assisting customers
- Deep knowledge of travel sales and airlines liasoning.
- Ability to conduct sales through various marketing techniques
- **Manager** – IGT, have expertise GDS and Airline management, workflow models, solutions.
- Proficiency in preparing Reports to track various data trends related to the process; increase Productivity in order to generate optimum revenue, target goals.

PROFESSIONAL EXPERIENCE

Hotel Singhania Sarovar Portico, Raipur (C.G)
General Manager
Responsibilities

(Nov 2019- Oct 2020)

- **4-Star** property with 60 keys, 1 banquet hall, 1 Multi Cuisines Restaurant, 1 Geoffrey's The Pub.
- Hotel opened on 21st January 2018.
- Handling a team 110 people for the Hotel.
- Oversee all Hotel activities, including Hiring, Supervising employees, and training staff.
- Providing Strategic direction to departmental heads on ongoing basis.
- Responsible for PNL for the company.
- Play pivotal role towards the business growth and align with the other functional heads to achieve operational standard as per the organization.
- Regular focus on increasing revenue by creating repeat clientage for the hotel.
- Focusing to increase F&B sale and room sale.
- Increased Room and F&B revenue by 15% over the previous year through the development of new strategies and effective Management of Programs.
- Maximized revenues by increasing the average daily rate (ADR) through Internet based third party wholesalers.
- Working upon staff, Purchase cost to increase the profit ratio for the property.
- Undertook cost saving measures within the operational areas.
- Co-ordinating with Local and Corporate Office.
- Regular going out to market for visibility and guest footfall.
- Liasoning with Govt department for smooth Hotel operation.
- Highly focused on guest complaints and satisfaction.
- Played a pivotal role towards the business growth and align with the other functional heads as to achieve operational synergies within the organization.
- Conducted operational audits to sustain and enhance effectiveness of all services

Hotel Trinity Grand, Raigarh (C.G.)
Director- Operation and Sales & Marketing
Responsibilities

(Dec 2016 – Oct 2019)

- **3-star property** with 55 Keys, 2 Banquet Hall, 2 Multi Cuisine Restaurant, Mahua – Bar & Biggest Lawn for Marriages (70,000 thousand sq. ft.)
- Worked as a Property Head.
- Handled a team of 140 people for the Hotel.
- Responsible for PNL for the company.
- Generated and Created smooth system for Operation.
- Recruitment of Staff and their Training.
- Finalizing the operational budget and regular monitoring.
- Provided strategic direction to departmental heads on an ongoing basis.
- Conduction of periodic review meetings along with departmental heads.
- Liasioning with Government departments for Licensing and other matters.
- Worked toward effective cost saving measures on operational areas.
- People Management.
- Provided support to the Directors in formulation of operational strategies and the review of same on every quarters.
- Setup entire Sales Department includes hiring, Contracts preparation, CC Authorization letter, Defining Rates, Menu Preparation along with rack rates.
- Worked parallel with the General Manager for seamless operation for the Unit.
- Responsible for Rooms, Banquets and Restaurant Sale to achieve the annual sale
- Designing Food Promotions during the year.
- Introduced feedback process for repeat clientele.
- Worked on creatives with design team for all outlets and displayed on Social media for maximum visibility.
- Tie-up with Aditya Birla Fashion (Pantaloons) and Radio Mirchi FM on Barter for usage of Space and slot for any kind of Hotel Promotion.
- Training of Front Office & Restaurant staff and Managers to encourage for Up selling.
- Taking care of inside and outside sale and Corporate Marketing, Branding and advertisements.
- Developed annual sales and marketing plan and created the operational budget.
- Maintained high quality client relationship, through effective communication implementation and service of customer accounts 90% customer retention.
- Drove revenues to all areas of Hotel including Rooms, Restaurants, Banquets and Bar etc.
- Supervising banquet sales team of 2 members' consistently performing group and leisure sales, catering, wedding coordination, administrative support, and marketing and sales system analysis, along coordinating advertising agencies, public relation agencies and social media management.
- Designed and responsible for Loyalty Membership Card sales for the Hotel.
- Handling all market segments, rates, Contracts, and coordinate responsibilities for loading and documentation of information with Front desk and other departments as required.
- **Reported** to Management.
- In charge for all RFP accounts, group bookings and inquiries locally and within the region.
- In charge for travel agent and wholesalers accounts, allotments
- Research competitors' products/services
- Develop, conduct sales campaigns, as well as marketing and promotional plans
- Taking care entire Power and Coal Mines conglomerate to drive major participation for revenue for the company.

Areas of Expertise

- New Business Development
- P& L Management
- Strategic Planning
- Operations Management
- Key Account Management
- Turnaround & High Growth Strategies
- Customer Relationship Management
- Staff Training & Development
- Contract Negotiations
- Budgeting & Forecasting

Accor Hotels, Gurgaon
Director – Sales I India, Corporate Office
Responsibilities

(Feb2012- Dec 2016)

- Responsible for Corporate Sales, Offline Travel Agents business for the company.
- Responsible managing Sales, Business Development, Key Account Management, Channel Management across India
- Responsible for managing Sales & Business Development, India.
- Responsible for developing the business for all hotels in India.
- Handling the portfolio of Corporate, Consolidators and Channel partners for business.
- Key Market Experience Delhi/Ncr and Pan India
- Selling Rooms and Banquets through Corporate and Travel Agents.
- Represented the brand in Travel Trade Fairs and Seminars.
- Focus on Selling and marketing of **pre-opening hotels** for immediate business.
- Formulating business plans for achieving target for different product categories by implementing corporate policies & strategies to achieve organizational goals
- Driving sales initiatives to achieve business goals & managing the frontline sales team
- Establishing strategic alliances / tie-ups with financially strong and reliable channel partners, resulting in deeper market penetration and reach.
- An enterprising leader with strong interpersonal, problem solving & organizational abilities
- Pivotal in implementing the concept of chain selling with Accor Hotels in India.
- Initiate and participate in Events for brand visibility on Pan India.
- Dealing with Top Management for Corporate.
- Key Accounts includes **Large PSU's Giants of Power Plants, Apparels and Fashion Mines** etc.
- Ensured optimal compliance with corporate audits.
- Complete charge of RFP.
- Developed sales roadmap which provides strategic approach towards annual sale for the company.
- Initiation distribution expansion to improve reach, coverage and expand geographical footprint
- Analyzed existing sales market and developed pipeline with all new sales strategy focusing on market leaders who could drive sales and market presence.
- Keep a close tab in the market for emerging developments and accordingly adapt need based changes to remain competitive in the market.
- Identifying opportunities and co-selling with the business partners on a national level.
- Building sales pipeline to attain quota goals.
- Responsible for generating multiple sales opportunities.
- Accountable for profitability, performance and the success through P&L management
- Client Management, Retention and contract negotiations, vetting.

Area of Expertise:

- Sales Strategy and Plan Development
- Acquisitions & Mergers
- Marketing Consultation and Strategy Development
- ATL and BTL marketing.
- Lead Development
- Proposal Development
- New Business Development
- Tradeshows Management
- Vendor Management
- Market Research
- Contracts

Yatra Online Pvt Ltd, GURGAON
Senior Manager-Corporate
Responsibilities

(NOV 2008-JAN 2012)

- Combine entrepreneurial drive with business-management skills to drive gains in Revenue, Market share and profit performance.
- Communicating a clear, strategic sales vision, effectively training and coaching both veteran and junior sales team members.
- Cultivate excellent relationships with new prospects and existing customers.
- Able to turn around lagging operations and prepare companies for fast growth and profitability.
- Build and led team in overseeing large-scale, representing annual sales of over 50 cr.
- Maintained a win ratio of 1 in 3 proposals, expanded the team by 60% to handle greater business.
- Responsible for generating revenue through corporate for their business travel.
- Generated 7 Cr through corporate on the first year.
- Generating **Sales report, Target report, Individual Scores**.
- Focused on **Travel Insurance**, make sure all travelers are insured while travelling locally or international, broadening the revenue stream for the company.
- Made changes and recommendations at opportunities as identified for increased efficiency or cost savings.
- Sales review on fortnite basis and chalking out the grey areas to improve
- Regular strategic approach for new business and maintaining relationship for scope of new business in the existing business.
- Identified opportunities for process optimization and automation that streamlines sales and service process, resulting in increased member satisfaction and operational cost savings.
- Provided leadership to the member support teams and executive's escalation support and operational leadership as needed.
- Client engagement towards new business.
- Employee engagement, satisfaction and development.
- Improvement Initiatives
- To ensure that they meet the SLA of the process - Productivity, TAT & Accuracy.
- Highly focused on **employee** satisfaction to check on attrition and absenteeism.
- Priority on customer queries and emphasis on **customer service**.
- Emphasis on regular **Business Development** activities i.e. Corporate Acquisitions, Presentations, Assisting Top Coe's and Executives to Plan their holidays, Regular feedback with them for better service provided
- Worked and set-up a pilot team.

Interglobe Technologies Pvt. Ltd, GURGAON
Manager –ADM (Galileo)
Responsibilities

(OCT2004-OCT 2008)

- Handled a team of 20 Executive, 2 Sr. Executive and Team Leader.
- Engaged in interacting with the Travel Agent throughout the world.
- Audits and feedback sessions with team.
- Processing large number of e mails, which having attached debit Memo's and other relevant information regarding debit memo.
- Segregating mails into NDC/SMO, ADM, more than one year and previously logged .
- Memo's which are not logged they are logged very carefully with their proper reason correct amount and with exact FCI/FQS into the Galileo data base.
- Conducting conference call, interaction with the supervisor and the Manager of Galileo for process related issues and for the new updation.
- Doing Q.C.(Quality Check) of ADM's which are logged by colleagues and Team.

Team Leader- EF Tours
Responsibilities

- Handled a team of 10 Executive and 2 Sr. Executive.
- Process dealing in GIT, packages through out world.
- Handling group tours.
- Sending names to the airlines for blocked and cancelling passenger or adding late add on pnr.
- Making reservation in GDS-Amadeus and Sabre
- Maintaining G.D.S. Queues.
- Interacting with all major Airlines i.e. Virgin Atlantic, Delta Continental united, Air France etc for group space regarding name change, change in travel date, class etc.
- Calling the team in Boston and throughout U.S, Queries regarding customer and calling customer for their needs regarding itineraries, land components, flights, hotels, sightseeing etc.
- Liaisoning with allocation team in Boston ad PC' in Lucerne (Switzerland)
- Process E-mails enquiries to and fro with airlines and H.O.
- Pricing of PNR's (Manually & auto pricing)
- Worked for a Pilot Batch.

Knowledge of GDS

1. Amadeus
2. Sabre
3. Galileo
4. Apollo
5. World span
6. Fastres

Computer Proficiency

- Working knowledge of MS office (Word, Excel, PPT etc.)
- Internet

Hotel Management Specialization

- Food and Beverage (S)

Academic Qualification

Education	Board / University	Division
Xth	U.P Board	IIInd
XIIth	U.P. Board	IIInd
B.A.	Q.M.U.C Board	Ist

Technical Qualification

- B.A. in International Hospitality Management – from Queens Margaret University College Edinburgh (U.K) at I.I.H.M. Kolkata Completed on June 2001.
- 3 years Diploma in Hotel and Catering Management from I.I.H.M. Salt Lake, Kolkata, Completed on June 2001.

Personal Details:

Date of Birth: 25th Sept 1979
Father's Name: Shri Anukul Chandra Mukherjee
Marital Status: Married
Place of birth: Allahabad (Prayagraj)

Date

(Signature)