



DILIP MISHRA

EXPERIENCE

March 2023 - April 2024

Regional General Manager Sterling Holiday Resorts Limited

- Took charge as Regional General Manager of North India with present portfolio of Himachal Pradesh
- In addition to resorts at Kufri and Manali, added two more in Himachal namely at Chail and Shimla
- From October'23 onwards was transferred to East and given the portfolio of Darjeeling, Kalimpong and Gangtok resorts
- Responsibilities include smooth running of resorts by guiding the Unit Heads/General Managers, GOP, Guest Satisfaction index and Staff welfare
- Liasioning with Owners for all coordination for resort upkeep and revenue achievements and expectations
- Also staffing, recruitment, pre-opening setups and mobilizing smooth opening of resorts is part of the job responsibilities

March 2020 - November 2022

General Manager The Lalit Hospitality Group

- Took over charge of the Hotel during crucial times of 1st wave of Pandemic
- With innovation, planning and timely execution, started new vertical of home deliveries
- Signed contracts for quarantine guests, Vande Bharat movement and Corporate houses for safe work place to ensure the revenue streams are open and moving
- Reworked on all verticals of operations and negotiated the service contracts for reducing operational costs thereby keeping the business self-sustainable
- Ensuring the team members are safe, motivated and prepared for operation during and post pandemic stages
- Post pandemic operational restructuring was done to maximize revenues, judicious cost monitoring to ensure the profitability is enhanced
- Reaching all Corporate, event companies, repeat guests to ensure pre-pandemic numbers are achieved
- Concentrating on all revenue streams specially Minor Operating Departments such as Spa, Loyalty memberships and Laundry Services
- Restructuring and training staffs for multi-skilling to have balanced rooms to staff ratio to rationalize manpower cost

October 2018 - February 2020

Chief Operating Officer The Laundry Bag

- Took the responsibility to set-up all relevant departments, operational standards and business development for the start-up projects
- Took over 3 units of laundries in well established hotels and streamlined the organization to operate 12 units in various organizations across India

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LINKS

- <https://in.linkedin.com/in/dilip-mishra-56b4395>

PERSONAL SUMMARY

Performance-driven Professional with more than 2 decades of experience in Hotel Operations, Profit Centre Operations, Client Relationship Management, Business Development and Team Management Track record of being awarded as 'The Resident Manager of the Year for East India' by Business World Indian Hospitality Award 2016 Expertise in assessment of SOP's to ensure revisions/ deviations are captured and amendments are issued to maintain the sanctity of the SOP Skilled in formulating guest engaging activities for a complete holidaying and business stay experience at the same time adding revenue through MOD modules Proficient in overseeing profit centre operations and accountable for increasing profitability and achieving business objectives within budgeted parameters Achievement oriented professional with excellent people

management skills and an ability to manage change with ease

SKILLS

- Hotel Operations
- P & L Management
- Liaison & Coordination
- Strategic Planning
- General Administration
- Training & Development
- Performance Management
- Team Management
- Sales and Marketing

- Worked out various models of business such as built-own and operate, retail division and consultancy to ensure the organization becomes pioneer in providing one stop solution for laundry and linen management

April 2017 - September 2018

General Manager Sayaji Hotels Limited | Raipur

- Successfully launched Sayaji branded 101 rooms property with four F&B outlets and large banqueting space including halls and lawns for corporate and social functions
- It's a management venture where in Sayaji took over the hotel previously operated by Taj hotels as Taj Gateway
- In mere 8 months the hotel occupancy was on growing trend along with significant market share in F&B retail and Banquets
- Sayaji is known for its food and banqueting facilities and the same was replicated at Raipur unit which has enabled to have a fair share from banqueting and retail segment
- Cost saving initiatives in areas of Engineering, Manpower, amenities etc were implemented to achieve EBITDA right from inception
- Implemented training programmes, emphasized on multi-skilling to increase productivity from Vintage Sayaji employees transferred from various units
- Emphasised on local liaisoning and PR to ensure the Raipur citizens get personalized attention which in turn increases the business opportunities
- Awarded as 'Best Wedding Destination' of Raipur by Dainik Bhaskar Media house

October 2010 - March 2017

Resident Manager The Lalit Hospitality Group

- Monitoring operations of the unit which include daily operations, product positioning, business development, financials, recruitment and event planning
- Managed operations of the unit which included daily operations, product positioning, business development, financials, recruitment and event planning
- Collaborated with local authorities for approvals and awareness
- Attained 30% increase in occupancy, 48% in room revenue, 25% in F&B revenue and 60% in MOD
- Achieved a score of 85% in GSTS and review pro analysis
- Played a key role in proper positioning of hotel on online travel websites like Tripadvisor, booking.com and so on
- Track record of being able to position The Lalit Bekal resort at no.1
- Adjudged for The Lalit Great Eastern being within top 5 hotels in Kolkata from the first few months of operations
- Successfully curbed attrition from 47% to 20% at department leader's level
- Pivotal opened and established the service standards of a world class Spa resort 'The Lalit resort and Spa, Bekal.'
- Contributed towards reopening Heritage hotel Great Eastern as a Business Class Heritage Hotel The Lalit Great Eastern, Kolkata and achieved increase in occupancy and revenue vis-à-vis last year
- Expanded sales by 50% through innovative selling techniques such as: Introduction of upselling program at the time of check-in, Introduction of cross selling of packages thereby generating revenue for MODs, Discounting on value add-ons to generate incremental revenue
- Optimizing Search Engine Marketing, Non-negotiated GDS promotional

marketing

- Efficiently amplified customer base by 50% through maintaining effective customer relationships, driving customer loyalty programs which are The Lalit Loyalty and Worldhotels Peakpoints
- Played a key role in creating a new system for generating sales leads which was implemented across the organization and resulted in a 25% improvement in sales performance
- Augmented revenue by 20% and market share by 50% through the implementation of: ADR penetration strategy thereby capturing and increasing price sensitive customer base, Aggressive pricing for MICE queries to build the base demand for non-busy dates, Selling at higher BAR for high demand city event dates thereby driving the RevPAR on such busy dates
- Holds the distinction of being recipient of: 3 Awards for 3 consecutive years in recognition of exceeding quarterly sales targets by an average of 20% over a 12 month period, and excellent customer feedback, TripAdvisor Certificate of Excellence, Certificate for Excellence from almost all the Online Channels

June 2007 - September 2010

General Manager Woodstock Ambience | Bangalore

- Attained 80% Occupancy at Woodstock Ambience Bangalore
- Awarded ESOPs worth 5 lacs from Woodstock Ambience

September 2005 - June 2007

F & B Manager Club Mahindra | Varca Beach, Goa & Kodagu Valley, Coorg

October 2004 - August 2005

F & B Manager Clarion-The Beach | Goa

December 2000 - September 2004

Banquet Manager Ramada Caravela Beach Resort | Goa

- Received 'Executive of the year' Award in 2001

August 1997 - November 2000

Team Leader Cidade-de-Goa | Goa

- Acknowledged as 'Employee of the year' in 1998

EDUCATION AND TRAINING

Hotel Management | Hotel Management

IHM , Bhubaneshwar

OTHER ASSIGNMENTS

- Part of Hotel Classification Team for Novotel Hotel, Kolkata
- Active member of Federation of Hotel and Restaurant Association of Eastern India

PERSONAL INFORMATION

Date of Birth: 12/05/74

LANGUAGES

- Hindi
- English