

**AMIT SAMSON**

**An Intrapreneur with extensive years of experience in areas of Business Operations, Business development and pre-opening in the Hospitality domains of Luxury Hotels and Realty. A Change agent and strategist having proven ability to provide proactive leadership to drive and deliver business growth in a highly dynamic and competitive space**

**Mobile:** 91**-**9819326607

**E-Mail:**[amitsamson@gmail.com](mailto:amitsamson@gmail.com)

**Permanent City:** Navi Mumbai

**Overview**

* Recipient of **Asia Pacific Award; National Tourism Award** by Govt of India and **India Today Travel Plus Toplist Survey Award**.
* Managed successively two of the finest hotels of the world’s **Number One Luxury Hotel Brand – The Leela Hotels, Palaces and Resorts.** The chain has been ranked first amongst top hotel brands in the world by **Travel+Leisure USA**, in their 2020 reader’s survey.
* Effectively steered the Hospitality & Property Management functions of **Luxury and Upper Upscale** residential projects of **LODHA Maison** and **LODHA The Park** in Mumbai.
* Developed expertise in managing semi-operational luxury hotels (project + operations set-up) by hosting some of country’s prominent personalities and delegations.
* Built profound relationships with some of the most **prominent personalities** in the field of entrepreneurship, politics, cinema, etc. during my career.
* Successfully managed the Hospitality Functions of **Vibrant Gujarat Global Summit (VGGS) 2019** at **Mahatma Mandir** managed by **The Leela.**
* Certified Trainer by the **Thames Valley University**, Slough, UK and the Ministry of Tourism, Govt of India.
* Have proven expertise in managing large-inventory luxury and upscale realty projects of around 4500 residential units, Convention & Exhibition space of around 2,50,000 sq ft and varied portfolio of restaurants including a Night Club.
* Have successfully handled a business size of INR 130 Cr and team strength of 750 people.
* An out of the box thinker who has conceptualized, planned and successfully executed significant service methods viz. **The 10 Minutes Responding Principle** & **The 5 Minutes Escalation.**
* Have led large scale **events of high repute** patronized by some of the **top politicians and celebrities** of the country
* Successful in building relationships with upper-level decision makers; seizing control of critical problem areas with a customer focused and performance driven attitude.

**AREAS OF EXPERTISE**

**General Management**

- Strategic Planning - Management of Luxury Hotel & Real Estate Projects

- Customer Delight - Training & Development - Relationship Building

**Profit Centre Management**

- Budgeting - Cost Optimization - Resource Planning & Utilization

- Revenue Generation - Investment Decisions - Credit Control

**Business Development**

- Sales & Marketing - Key Accounts Management - Sales Promotions / Food Festivals

- Client Servicing - Liaison - Product Development

**ACCOLADES**

* Won **The Asia Pacific Award 2012**
* Won The **National Tourism Award 2011**
* Won the **India Today Travel Plus Toplist Survey Award 2008-09**

**OrGANIZATIONAL EXPERIENCE**

*February ’20 – Present*

**DivineKross Design & Hospitality Services, Mumbai**

**Owner**

DiveKross Design & Hospitality Services (DDHS) was founded with three primary objectives:

1. Cater to large industries in their property management functions

2. Lend consultancy services to existing and upcoming hotel companies

2. Manage large-scale ‘finishing’ work of luxury residential projects of top Realty brands in India. Finishing work entails flooring, wall and ceiling work

* Offered the pre-opening services of a luxury hotel in Gujrat and facilitated in its successful opening
* Currently associated with an upscale hotel company in Mumbai and Homestay in Uttarakhand in its pre-opening period
* Associated with two renowned Realty brands in accomplishing their ‘finishing’ work
* Associated with a reputed Realty company for an upscale facility for senior living in the outskirts of Mumbai

*April ’19 – January ‘20*

**LODHA GROUP, Mumbai**

**Vice President – Hospitality & Property Management, LODHA Park**

LODHA Group is one of the leading realty group in India with an annual sale of INR 8,000 Cr in the fiscal 2018-19 which put the group in the first position in terms of net sales. Lodha Park is an amalgamation of Luxury and High-end residential developments on 17 acres of prime location in Mumbai that will have six 280-meter towers with 2400 apartments. Out of the six, one is the The Trump Tower

Led the hospitality and property management vertical at site which included the entire gamut of pre-possession and post-possession activities with a team of approximately 300 employees (directly and indirectly employed)

* Ensured that all units of **LODHA Maison** were kept to their highest standards of maintenance, upkeep and aesthetics for showcasing to prospective high net-worth individuals which were directly done by the apex management and ownership.
* Built and established relationships with all residents directly and indirectly. Personally supervised the hospitality of the residents of **The Trump Tower**
* Ensured stringent quality checks for every apartment, amenities and Key Common Areas (KCAs) before handover to the Hospitality & Property Management (HPM) team by the Projects team.
* Directly managed, controlled and coordinated all aspects of HPM that included Customer Service, Housekeeping, Maintenance, Horticulture, Food & Beverage and security.
* Prepared annual admin budget and ensured the expenses fell well within the budget.
* Directly coordinated with third party vendors like **JLL, Unify, Stealth,** etc. and ensured seamless and sublime service delivery to all discerning residents. Held Monthly meetings with their senior leadership to offer sublime hospitality services to every resident.
* Framed policies, procedures and guidelines for a proactive **customer delight** function.
* Maintained an average **Customer Satisfaction** (CSAT) Score of 4.89 (out of 5) on pre-possession and post-possession activities.
* Held daily review meetings with the senior team members of property management to address and resolve every request and complaint of residents
* Created an experience of joyous living by conducting activities for all age brackets.
* Ensured that operations stayed within the limits of the expense budgets.
* Conducted regular meetings and checks with the **Emergency Response Team** to maintain an environment of very high safety.
* Conducted weekly meetings with the MEP team to check on preventive maintenance of high usage machines like elevators, generators, pumps, etc.
* Conducted daily zone-wise physical rounds with the housekeeping leadership team to maintain cleanliness and hygiene of the highest standards.

*June ’16 – March ‘19*

**THE LEELA PALACES, HOTELS & RESORTS -Gandhinagar, Kovalam**

**General Manager**

The Leela Palaces, Hotels and Resorts is now owned by Brookfield Asset Management. The chain has been ranked first amongst top hotel brands in the world by Travel + Leisure USA, in their 2020 Reader’s Survey

Spearheaded the Complex Mahatma Mandir Convention Centre (MMCC) & The Leela Gandhinagar (Planning and Pre-Opening) at Gandhinagar-Gujrat. The complex is a venture of Gandhinagar Railway & Urban Development Corporation Ltd. (GARUD) and was managed by The Leela. GARUD is a joint venture of Gujrat Government and Indian Railways.

Previously, managed the 183 rooms luxury hotel – The Leela Kovalam situated 15 km away from the Trivandrum Airport. Strong emphasis was on amelioration of the unit’s existing sublime standards to the next level in terms of its customer experience and profitability.

***Significant Highlights and Emphasis:***

* Drove the planning and pre-opening operations of the recently opened **The Leela Gandhinagar** which has the uniqueness of being at the airspace of the Gandhinagar Railway Station. The hotel has 318 rooms, meeting spaces of around 30,000 sq ft, 3 restaurants spa and salon.
* Successfully managed The **Leela Kovalam** prior to managing the pre-opening operations of **The Leela Gandhinagar. The Leela Kovalam** was designed by the famous architect, **Charles Correa** in 1972.
* Steered the management transition of The Mahatma Mandir Convention Center that was being run by the business arm (iNDEXTb) of the Gujrat Govt. It is now managed by The Leela from April 1, 2018. The convention Centre is on 34 acres of land and the largest hall can accommodate 6000 people in theatre style.
* Managed the hospitality and F & B functions of the most recent and prestigious International Summit of our country – **Vibrant Gujarat Global Summit (VGGS) 2019** held between January 18 and 20, 2019. The event was inaugurated by the honorable **Prime Minister** of our country, **Shri Narendra Modi** and was attended by **Mr. Gautam Adani, Mr. Mukesh Ambani, Mr. Kumarmangalam Birla, Mr. N. Chandrasekaran, Mr. Toshihiro Suzuki, H.E. Shavat Mirziyoyev and many more.**
* Planned, coordinated and managed the entire hospitality of the sovereign ruler of the **Emirate of Sharjah**, **H E Dr. Sultan Bin Mohammed Al-Qasimi** in September 2017 at **The Leela Kovalam**
* Managed and coordinated the entire stay of **Ronnie Woods** of **Rolling Stones** and his family in January 2018 at **The Leela Kovalam**
* Planned the opening of the F & B set-up of MMCC. Was involved in the finalization of the concept, layout and zoning exercises for the central kitchen, dining spaces and one multi-cuisine restaurant.
* Have successfully enhanced **top line** at The Leela Kovalam (TLK) by 8.83% over the previous financial year and over achieved budgeted revenue by 2%
* Moved up the ranking on TripAdvisor from 4 to 2 at TLK in a span of three months
* Won **2 prestigious awards** in a span of 6 months
* Introduced 2 highly effective service principles viz. **5-Minutes Escalation** and **10-Minutes Responding Principle**

*February ’09 – May ‘16*

**THE LALIT SURI HOSPITALITY GROUP**

(One of the fastest growing privately owned luxury hotel chain in the country. Currently, the brand operates 12 luxury hotels pan India and one in London. The group is working towards adding two more luxury hotels to its portfolio in the next one year)

**General Manager – The Lalit Mumbai**

**(June 2014 – May 2016)**

**General Manager – The Lalit Ashok, Bangalore**

**(July 2011 – May 2014)**

**General Manager – The Lalit Grand Palace (Erstwhile The Oberoi Grand Palace), Srinagar**

**(February 2009 – July 2011)**

Steered business of **TheLalit Mumbai** by leading a team of approximately 750 employees. The Lalit Mumbai is a luxury business hotel of 390 rooms, 5 F & B outlets, 40000 sq ft of total events and banqueting space.

***Significant Highlights and Emphasis:***

* Have successfully enhanced **top line** by 20% over the previous financial year
* Have successfully shown a **growth in GOP** over previous year by 35%
* Have positioned all restaurants on TripAdvisor in the **top 50** categories with coffee shop in the **top 10**in the city
* Have managed some of the famous events of **Golf** and **Polo** during my stint at **The Lalit Srinagar**. Some of the key celebrities who stayed at the hotel and participated were **Mr. Rajiv Singh** of **DLF**, **Mr. Rahul Bhatia** of **Indigo Airlines**, **Dr. Farooq Abdullah**, **Mr. Kapil Dev**, **Mr. Jai Shergill**
* Received **3 prestigious awards** in a span of 6 years of my career span.
* Have had an illustrious leadership role of leading one premium leisure hotel and two premium business hotels under the umbrella brand.
* Conceptualized and successfully executed 6 out-of-the-box **F & B business formats** for enhanced F & B top line, brand consolidation and visibility
* Have successfully opened and operated a popular Night Club, **Kitty Su** within the hotel premises
* Played a pivotal role in identifying newer markets and distribution channels and enhanced product visibility resulting in improved sales.
* Successfully worked towards a **GSI score** of 92%. This is achieved by strict and consistent adherence to the brand SOPs and high degree of customer focus.
* Constantly worked towards creating a **dynamic work force** by creating a conducive, transparent, growing, learning and a joyous environment. Have developed and implemented various HR strategies to have a highly motivated team always.
* Emphasized strongly on periodic training and development on various aspects of knowledge, skills and attitude.
* Involved in various stages of **Product Development**. Have worked towards a complete makeover of 58 existing rooms in Srinagar. Have successfully worked towards opening and operationalizing a high-end night club at my current unit.
* Have organized events of National fame as an exercise towards **greater brand visibility** and **destination development**.

*Apr’06 – January09*

**RADISSON, Kolkata**

General Manager

Steered initiatives towards achievement of organizational goals & vision with chief responsibilities pertaining to developing and ‘operationalizing’ future Hospitality Ventures for the Ambuja Realty Group, Promoter of Radisson, Kolkata

***Significant Highlights:***

* Spearheaded operations of the hotel comprising of 96 rooms, 3 restaurants, 4 meeting rooms, health club, spa and auditorium spread on an area of 65 acres; from 2006-2007. We had a team of approximately 200 employees.
* Involved in a series of Hotel projects in various stages of development. Have worked during the project stage of opening a 147 rooms Internationally branded business hotel and an 18 rooms riverside resort in the 5-star categories.
* Managed and directly coordinated the hospitality of **Mr. Amitabh Bachchan** and other actors at the hotel in February 2007 for the shoot of the film- **The Last Lear** by **Rituparno Ghosh**
* Coordinated with various International Hospitality Management/ Franchising Companies for strategic alliances for the forthcoming Projects.
* Have greatly emphasized on periodic training on knowledge, skills and attitude. This ensured a guests satisfaction rate of 96%.
* Built a highly motivated team by creating an enthusiastic learning environment which resulted in much higher guests and owner’s delight
* My period saw an increase of revenue by 19%.
* I coordinated with my team in hosting many food festivals thereby enhancing our market share of the F & B revenue.

*July’04-Mar’06*

**POOVAR ISLAND RESORT (Unit of Sarovar Hotels), Trivandrum**

General Manager

Was involved in overseeing Operations, driving in revenue and profitability and initiating fresh ideas for the 58 rooms resort with a team of 120 personnel.

**PREVIOUS WORK EXPERIENCE**

**The Ramee Guestline**, Mumbai – General Manager

**The Ambassador**, Mumbai – Front Office Manager

**ITC Fortune Hotel Center Point**, Jamshedpur – Duty Manager, Front Office Manager

**The Orchid**, Mumbai – Management Trainee

**Academics**

**Hotel Management**

Institute of Hotel Management, Catering, Technology and Applied Nutrition, Mumbai, 1994