

SAURABH VERMA

| Senior Management Professional | Hotel Management |

A multi-faceted professional with commendable success in formulating Operations, Revenue Expansion, Rebranding, Repositioning, Preopening, Sales and Marketing strategies, establishing new business opportunities & managing Units to strengthen effectiveness; targeting leadership opportunities with an organization of high repute



Profile Summary

- **Business Leader offering a career of 23 years** that reflects pioneering experience and year-on-year success in generating sales, brand management, competitive analysis and executing business strategies to achieve top-line & bottom-line profitability across **Hotel/Hospitality industry**
- **Broad-based expertise** in developing pricing strategy, formulating budgets, developing SOPs (Opening & Pre-opening of the hotel), setting up brand guidelines and social-media or digital setups for the hotels
- **Strategy Architect** credited with skills in formulating & implementing sales & marketing strategies, programs & contents to improve sales opportunities; development of short & long-term strategic plans including annual business plans, promotion and innovation strategies with P&L & budget responsibility
- **Turnaround specialist** with excellence in devising strategies for launching/pre-launching of brands and new hotels of the brand; and post opening enhancement of Revenue
- **Consistently delivered multiple digit growth** of Revenue, EBITDA & Market Share YOY and improved ROI through long-term planning; successfully exceed the revenue budgets of hotels
- **Developed & executed engagement strategies** for strategic accounts & collaborative partnership with Group Hotels, thus scaling to holistic growth
- **Front-led major role in contracting with the OTAs** as well as maintaining rate parity with the same
- **Enhanced market share of the organization/hotel** by establishing strategic alliances & tie-ups with group hotels, partners and distributors
- **Consistently grown across the hierarchy**, successfully delivered at executive to top-level positions through high-stake decisions using experience-backed judgment, work-ethic and irreproachable integrity



Core Competencies

Hotel Management/ Operations

Strategic Sales & Marketing

Strategic Alliance & Tie-ups

New Business Development & Growth

Hotel Contracting & Inventory Management

Budget, Forecasts & Cost Control

P&L Management

Client/Guest Relationship Management

SOP Formulation & Implementation



Soft Skills



Education



2000: Diploma in Hotel Management, Catering Technology and Applied Nutrition, Institute of Hotel Management - Hyderabad

2003: PGDBA Marketing, Symbiosis Centre for Distance Learning - Pune

2002: Bachelor of Commerce, Delhi University

2001: National English Language Test, Central Institute of English and Foreign Languages



Notable Accomplishments Across The Tenure

- Attended Revenue Academy organized by IHG Hotels at Shanghai and cleared the same with Merit in 2007
- Achieved "Golden Star" award for being "The most admired Front Office Manager" in the country in 2011
- Won second prize in a inter college memory competition called ROM or RAM in 1999
- Played cricket at inter school & inter college levels. Won several inter hotel cricket matches

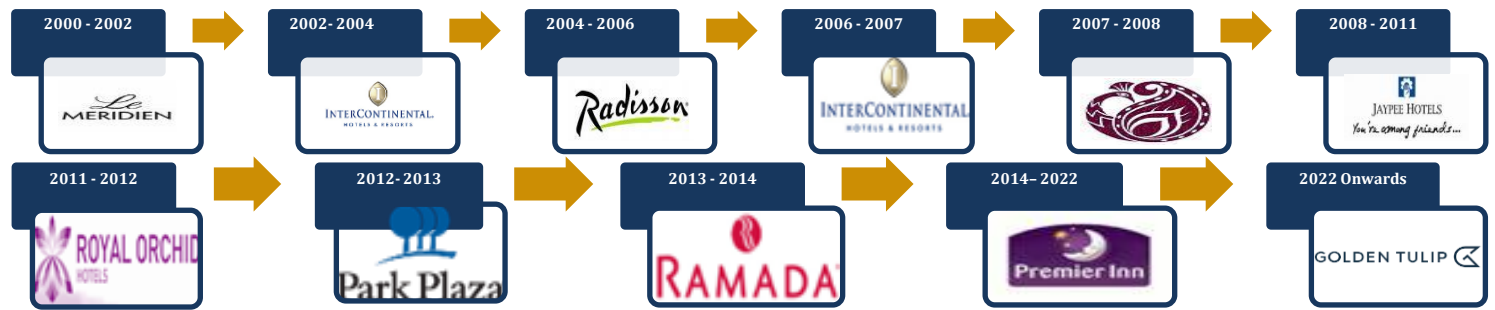


Internship

1997 – 1998 Le Meridien, New Delhi, India



Career Timeline



Work Experience

2022 Onwards- Golden Tulip Gurugram as General Manager

Key Result Areas:

- Spearheading core Hotel operations for the company, managing the property in Gurugram, Haryana
- Administering day-to-day coordination with the executive team for smooth operations
- Leading revenue team; engaging with formulation of revenue strategies for maximization
- Co-ordinating with sales & marketing team for analyses of market trends & formulation of selling strategies
- Ensuring that the correct market mix is maintained for the Hotel
- Involved in the Planning & Implementation of key drivers for the business to achieve Financial Targets
- Implementing SOP'S & putting systems in place for execution of Plans
- Driving the sales from Corporate & Travel agencies through direct contacts and sales Interface
- Introduced guest feedback analyses process to monitor guest services and feedback
- Executing career progression for all team members has helped improve motivation levels
- Team turnover has rapidly declined and is well within industry norms
- Taking various other cost control measures, thereby reducing the total cost



Previous Experience

2014 - 2022 Premier Inn/Caspia New Delhi as General Manager (142 guest rooms)

2013 - 2014 Ramada New Delhi & Faridabad as Vice- President (Operations) (70 rooms-Delhi & 70 rooms Faridabad)

2012 - 2013 Park Plaza New Delhi as General Manager (57 guest rooms)

2011 - 2012 Royal Orchid Hotel as Corporate General Manager-Peppermint Hotels (Managed 5 Properties)

2008 - 2011 Jaypee Vasant Continental. (119 guest rooms) as Front Office Manager

2007 - 2008 The Grand, New Delhi. (390 guest rooms) as Associate Director - Front Office

2002 - 2004 & 2006-2007 Intercontinental, The Grand, New Delhi. (452 guest rooms)

Growth Path:

2002 - 2003 as Front Office Executive

2003 - 2004 as Duty Manager

2006 as Assistant Front Office Manager

2006 - 2007 as Front Office Manager

2004 - 2006 Radisson, New Delhi (256 guest rooms) as Lobby Manager

2000 - 2002 Le Meridien, New Delhi (355 Guest Rooms) as Front Office Assistant



Personal Details

Year of Birth: 1979 | Languages Known: English & Hindi

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