

PRADEEP PILLAAI

E-mail: vppillai2@yahoo.com / vppillai2@gmail.com
Mobile Phone: +918564864885 / +918968391543.
Date of Birth: 08th JUNE 1978.



Transformational Business Leader with ROI Accountability in Hospitality Industry

Alumni of IHM Mumbai 1995-1998 and PG in Hospitality Management from Anna Malai University Chennai 1999. An acclimatized, experienced Hotel / Resort Vice President/Head of Operations with over 25 years of incisive experience as a Head of Hotel/Hotel Manager with proven results. Functions as the primary strategic business leader of the property with responsibility for all aspects of the operation & sales, including guest and employee satisfaction, human resources, financial performance, sales and revenue generation and delivering Return on Investment to both the Brand and Property ownership. Highly skilled in Start-up/Project & Pre-Opening of the Properties. Have done more than 12 Properties Project/Pre-Openings in the vast career of 25+ years. A thought leader with a successful track record of business growth and transformation, the incumbent can be from any service industry with high business acumen and excellent interpersonal skills. Verifies implementation of the brand service strategy and brand initiatives with the objective of meeting or exceeding guest expectations, increased profit and market share. Holds property leadership team accountable for strategy execution and guides their individual professional development. Building owner loyalty through proactive communication, setting and managing expectations and delivering solid business results. I am actively involved in the local community and builds strong relationships with local officials, businesses, and customers. Proficiency in devising and implementing optimum business strategies to enhance property infrastructure, new project development, business development, quality standards across all departments & Properties. Expertise in designing & implementing training programs for bringing keen customer focus, high energy level and team spirit in the employees. Quickly grasps complex concepts, analyzes and interprets ideas into logical strategy. Skilled as internal consultant, in analyzing existing operations and implementing the strategies and processes to improve productivity & efficiency. Expert in facilitating change in a work force to support organizational operating, financial and quality objectives. Strong P&L Management, Human Resources and benchmarking experience. Have Demonstrated ability to motivate team members to maximum productivity and control costs through the most effective uses of manpower and available resources.

CORE COMPETENCY

- ❖ **Project/Pre-Opening Management:** Finalizing requirements and specifications in consultation with company/promoters. Anchoring on-site activities to ensure completion of project within the time & cost parameters and effective resource utilization to maximize the output. Liaising with consultants on determining technical and contractual matters. Reviewing hotel specifications & advising accordingly of changes required for meeting the standards and smooth operations.
- ❖ **Managing Relationships with Property/Company Stakeholders:** Keep brand leadership team, owners, and property stakeholders updated on property performance in the areas of financials, guest satisfaction, and associate engagement. Respond to off-property (e.g., regional and owner) requests for sales information (e.g., Market Outlook, STR Report critique, etc.). Preparing and presenting reports for owners and property leadership using financial/performance data.
- ❖ **Managing Profitability:** Devising and implementing optimum strategies to ensure top line and bottom-line profitability with key emphasis to develop business through new accounts & service the existing clients. Working on the yearly budgets for the hotel, rates and cost control exercises in Rooms Division, Food & Beverage & Human resources.
- ❖ **Business Operations:** Ensuring operational efficiency of highest standards in department's viz. House Keeping, Food and Beverage, Front Office, Guest Relations through the best training and overseeing adherence to all the norms. Develop Sales & Marketing efforts (including new client prospecting, develop suitable proposals for new customers) for the company to achieve revenue growth, secure new clients beyond the project anchor client & expand the 3PL service portfolio.
- ❖ **Business Strategy Planning, Forecasting & Execution:** Studying the forgone business patterns, competitors, current market scenario and other important parameters to forecast the upcoming developments in the industry.
- ❖ **Finance & Revenue Management:** Finalizing revenue expense budgets and monitoring the actual expenses to maintain optimum control over expenditure to ensure maintenance of statutory books. Develop effective pricing strategies, balancing seasonality, economy, customer segments, property objectives and customer satisfaction; established revenue strategy that supports the hotel's positioning in local market. Analyzing the budget with reduces cost by constant review of process.
- ❖ **Sales & Marketing:** Overseeing the formulation of the best marketing strategies with emphasis of segmenting and targeting the potential customer/ markets and positioning the services accordingly. Escalating brand visibility through implementing promotional strategies and personal relation skills.
- ❖ **Client Relationship:** Accountable to foresee the delivery of high-quality service to the clients for maximum customer experience and delight in all the satisfaction parameters (time, quality, food service, arranging meeting, conferences, shows, entertainment, etc).
- ❖ **Liaisoning:** Managing industrial relation and delegating work schedules for smooth functioning of operations & leading people working at all level in an organization.

- ❖ HRM: Identifying the human resource requirements and initiating the recruitment process ensuring the best fit. Managing the imparting of best training to ensure CTQ & CTP deliveries of the highest standards. Overseeing strong workforce development through recruitment and retention, employee satisfaction and engagement, maximizing growth potential of employees and strong succession planning. Conducting Selling Techniques, Yield Management Training for the Sales Dept., Front Office, Reservations and F&B Staff.
 - ❖ Training: To oversee & develop the SOP's (contents & procedure), to train the Trainees (HOT/IT), MT & HOD's of all the department for departmental specific training to enhance the overall skills of the team. Conducting Selling Techniques, Yield Management Training for the Sales Dept., Front Office, Reservations and F&B Staff.
- Skilled as internal consultant, in analyzing existing operations and implementing strategies and processes to improve productivity & efficiency. Expert in facilitating change in a work force to support organizational Operating, financial and quality objectives.

EMPLOYMENT RECITAL

Copenhagen Hospitality Pvt. Limited, Punjab, India
LaPinoz Pizza & Lord Patrik-Burgers & Coffees.

Chief Operating Officer
01st Sept' 2024 – Till Date

Joined this operational chain of QSR which started their operations in 2011, & with over **700+ Outlets in India & 70+ International** operations in Franchisee Model. Now Expanding with more COCO Outlets with a growth rate of 35% P/Year & 20% International (350 Outlets in India & 25 Outlets International) in 2024-2025 & to further expand to 1500 Plus outlets, setting up a new benchmark for this QSR – Globally.

This is a fastest growing QSR which is originated of Chandigarh - Punjab. Handling turnover of 650Cr & with growth of 20-25% topline growth on yearly basis with a GOP/EBITA of 22%.

Key Accomplishments:

- Functioning as an Business Head to set up the QSR Operations, Sales & Guest Experience. Co-coordinating with the Operating Team, Vendors, and suppliers etc. to make the operations in smooth system.
- Significantly implemented the systems and procedures as per international standards.
- Helping the management in selecting the appropriate Vendors and negotiating with them keeping the cost and the quality in mind for Expansion of COCO Outlets.
- Preparing the SOP's for all departments as per their needs and requirements.
- Developing multi-domain skilled task force.
- Creating and embarking future vision and missions of the business.
- Statistical research and development on the market competitions.
- Enhancement of motivation by Leading with Examples.
- Forecasting and accomplishment of operational budget of the business.
- On the ground analysis and of ROI.
- Diversification of revenue channels.
- Scouting and negotiation for suitable properties/venues for business development and expansion of the company.

Cabbana Resort & Spa, Phagwara, Punjab, India
A 5* Luxury Resort & Club.

Vice President Operations & Hotel Development
01st March'2023 – 30st Aug' 2024

Joined this operational 5 Star Luxury Resort which was struggling with the Identity & Business in the market post Covid. Started setting up a new benchmark for this Luxury Resorts & Clubs – Globally.

This is a Five Star Deluxe Hotel in Phagwara city of Punjab. Stunningly set in 18 acres of natural splendor creating a unique world of exclusive facilities that virtually define extravagance. A perfect blend of Modern Architecture and every conceivable modern amenity. One of its kind of property in the region – An epitome of true-blue luxury, hospitality & services. The Property has 75 extremely well appointed with rather lavish interiors and an array of modern amenities rooms, BB Jaan -Fine dining thematic specialty restaurant, The Treasury - An enchanting & mesmerizing 24 r All Day Dinning and lounge, 888 Bar - An exquisite and very vibrant bar, Opulent & Luxurious Banquets And Conferencing Space for gathering from 50 Guests to 2500 Guests in 09 different Banquets with pre-function areas which exceed 40000sq. ft. of Regal Elegance & Air-Conditioned space opening to Party Lawns Over 45000 sq ft of immaculately manicured greens.

Key Accomplishments:

- Functioning as an Operation Head to set up the Hotel Operations, Sales & Guest Experience. Co-coordinating with the Operating Team, Vendors, and suppliers etc. to make the property operational in smooth system.
- Financial Year 2023-24 we did the best sales ever & GOP of 43.6%.
- Liaisoning with consultants on determining technical and contractual matters.
- Significantly implemented the systems and procedures as per international standards.
- Helping the management in selecting the appropriate vendors and negotiating with them keeping the cost and the quality in mind.
- Preparing the SOP's for all departments as per their needs and requirements.
- Developing multi-domain skilled task force.
- Creating and embarking future vision and missions of the business.
- Statistical research and development on the market competitions.

- Enhancement of motivation by Leading with Examples.
- Forecasting and accomplishment of operational budget of the business.
- On the ground analysis and of ROI.
- Diversification of revenue channels.
- Scouting and negotiation for suitable properties/venues for business development and expansion of the company.

Inspiria Hospitality, Koshambi – Delhi NCR, India
 (Jim Corbett, Jaipur, Ranthambore, Udaipur, Jawai,
 Pattaya & Upcoming – Kumbalgarh/Manali/Kasauli)

Director of Operations & Business Development
 (Hotels/Resorts & Clubs)
 Sept'2020 – Dec'2022.

Setting a new benchmark in the luxurious stay, Inspiria Hospitality was one of the fastest growing chains of hotels in India. Inspiria Hospitality is a venture started with a vision to achieve leadership in hospitality industry by delivering world-class services. Currently, running 3 Hotels (Jaipur-103 Rooms/Ranthambore – 40 Rooms /Udaipur – 70 Rooms/Jawai – 15 Rooms) in Rajasthan with 220+ Rooms, 2Hotels in Himachal Pradesh with 90+ Rooms & in Pattaya, Thailand into a Mid-segment 50 Room Hotel & a Club in walking street.

Key Accomplishments:

- Brought the GOP of the Company to 38% YTD in the Year Ist Year of Operations.
- Close monitoring of Units for revenues, expenses and guest satisfaction, thereby, making each individual employee concerned with guest experience.
- Started & strengthened Sales division apart from HR and Revenue Management.
- Motivating entire team with HR activities and regular meeting at different resort locations.
- All efforts to make a highly productive team (at all levels).

Rajasthali Resort & Spa, Jaipur, India
 (110 Rooms & 7 F&B Outlets – 20 Upcoming Rooms)

Vice President – Operations & Sales
 July'2017 – 31st March'2020.

Rajasthali Resort & Spa is a luxury resort spread across 27 acres set against the imposing background of the Aravali Range. This accentuates its magnificence. The Sixty elegantly appointed rooms and Luxury tents, long corridors, majestic terraces and gardens echo with history and every corner relay a story.

Keeping tune with contemporary living, the hotel is equipped with modern facilities from Satellite TV and Wireless Fidelity, Swimming Pool. Kids Pool, Spa, multi cuisine restaurant and outdoor dining experiences, bar. Rajasthali offers an array of cuisines ranging from casual dining areas to a full-service lounge with world cuisines, dining at our resort is an experience to cherish.

Key Accomplishments:

- Brought the GOP of the Property from 25% to 43% YTD in the Year 2018-2019.
- Close monitoring of Unit for revenues, expenses and guest satisfaction, thereby, making each individual employee concerned with guest experience.
- Started & strengthened Sales division apart from HR and Revenue Management.
- Implemented the state-of-the-art website for driving maximum business through e-marketing channels.
- Motivating entire team with HR activities and regular meetings.
- All efforts to make a highly productive team (at all levels).
- Developed systems and procedures to improve operational quality and team efficiency.
- Monitored budget and utilized operational resources.
- Achieved team goals through formalized training plans, coaching, and performance management.
- Established and monitored quality assurance standards to achieve operational excellence.
- Recruited, hired, and trained initial personnel, working to establish key internal functions and outline scope of positions for new organization.

Landmark Group of Hotels, N.E, India
 Oldest Chain of Hotels & Resorts in North East
 (210 Rooms in 4 Locations & 12 F&B Outlets)

Head of Operations-Business Development
 Jan'2015 – June'2017.

Setting a new benchmark in the luxurious stay, Landmark Group of hotels is one of the fastest growing chains of hotels in Northeast India. Landmark Group of hotels is a venture started by Barua & Company Pvt Ltd. with a vision to achieve leadership in hospitality industry by delivering world-class services.

Each of the Landmark hotels is designed thoughtfully keeping comfort and luxury of the guests as the top priority. The artistic grandeur of the hotels speaks about rich cultural heritage of specific area where they are located. The hotels offer amazing customer services in the industry to give its guests memorable stay. Currently, with Presence in Guwahati, Shillong, Kaziranga & Haflong, we are expanding to Silchar, Agartala, Gangtok & Delhi.

Key Accomplishments:

- Converted 02 slow business/leisure properties into profitability. This was achieved by efficiency and optimum use of resources (higher occupancy & Better ARR).
- Brought the NOP of these 02 Properties from –ve to 18% YTD. Total GOP of the Group to 33% after addition of the

Asset/Renovation cost to the Operational Budget.

- Started & strengthened Corporate Sales division apart from Corporate HR and Revenue Management.
- Implemented the state-of-the-art website for driving maximum business through E marketing channels.
- Motivating entire team with HR activities and regular meeting at different resort locations.
- All efforts to make a highly productive team (at all levels).
- Started Renovation and addition of rooms / facilities on the basis of ROI.

V Resorts, Noida Delhi NCR, India

Vice President – Operations/BD A Chain of Offbeat Resort
April'2012 – Dec'2014. (28 Resorts in 9 States)

V Resorts, a chain of Offbeat Resorts in India for Holiday. We operate on the concept of elegant, upmarket but limited service and we are the first chain in India to do so. V Resorts is your home when the urge to get out of the concrete jungle gets the better of you. We have carefully chosen our resorts/cottages to give you the most important thing you and us wish, the VIEW. Our resorts offer some of the best views in India. V are Creating a nationwide chain of offbeat resorts in scenic locations, providing Predictable/Promised services and Excellent Experience with credible and complete Information to customer through online media. V-Resorts are expanding very fast in India.

Hotel NOOR MAHAL, Haryana India
(150 Rooms & 9 F&B Outlets)

General Manager
April'2009 – March2012.

Worked since the Pre-Opening of “Hotel NoorMahal” An Incredible! ndian Palace Hotel, A Five Star Deluxe Hotel in Karnal city of Haryana. Stunningly set in 9 acres of natural splendor creating a unique world of exclusive facilities that virtually define extravagance. A perfect blend of historic architecture and every conceivable modern amenity. One of its kind of property in the region – An epitome of true-blue luxury, hospitality & services. The Property has 125 extremely well appointed with rather lavish interiors and an array of modern amenities rooms, Frontier Mail -Fine dining thematic specialty restaurant, Brown Sugar - An enchanting & mesmerizing 24 hr coffee shop and lounge, Polo Bar - An exquisite and very vibrant bar, Opulent & Luxurious Banquets And Conferencing Space for gathering from 30 Guests to 5000 Guests in 08 different Banquets with pre-function areas which exceed 20000 sq ft of Regal Elegance & Air-Conditioned space opening to Party Lawns Over 45000 sq ft of immaculately manicured greens.

Key Responsibilities Area:

- ✧ Functioned as an Operation Head – Pre-Opening to set up the Hotel. Co-ordinating with the Project Team, architect, contractors, and suppliers etc to make the property operational.
- ✧ Majorly involved in the Project Planning, Set Ups & Pre-Opening.
- ✧ Significantly implemented the systems and procedures as per international standards.
- ✧ Helping the management in selecting the appropriate vendors and negotiating with them keeping the cost and the quality in mind.
- ✧ Preparing the SOP's for all departments as per their needs and requirements.
- ✧ Supervising entire operations of the unit including F&B, Rooms division, Sales, HR, Purchase & Finance to ensure high quality of operating standards. Motivating the department heads and to make them more responsible and accountable.
- ✧ Managing the overall profitability of operations with strategic utilization & deployment of available resources to achieve organisational objectives and operating standards.
- ✧ Strategizing policies & procedures in the operating systems to achieve greater customer delight.
- ✧ Imparting appropriate In-house Training to the team so as to attain Service Excellence & teamwork.
- ✧ Helping the employees in building their confidence level by improving their soft skills.
- ✧ Developing their sense of responsibility, accountability and team spirit.
- ✧ Preparing and implementing complete refurbishment plan without disturbing the day-to-day operations.
- ✧ Liasioning & devising new marketing strategies to tap/ explore greater market/ business volumes.

Choice Hotels India Ltd. Amritsar Punjab, India

General Manager Operations - Punjab
Aug'2007- April'2009

Choice Hotels India was coming up with 10 hotels in Punjab, at different cities with Comfort Inn / Quality Inns & Clarion brands. Apart from the General Operational Works like recruitments, SOP's with Orientation & on all Pre- Opening activities, I was majorly involved in the Project Planning & Set ups all front / back areas. Commissioned & operated the first property in Amritsar under the name “Comfort Inn – GSK”.

Uday Samudra Leisure Beach Hotel, Kovalam Kerala, India

Resident General Manager
Jan'2004 - Jul'2007

Converting a small 54 rooms 3-star resort into a 5-star ambience resort with 198 rooms, Sea food specialty restaurant, multi cuisine restaurant, coffee shop, bar, banquet halls, Business Center, 3 Swimming Pools, Health Club, Spa, Spacious Lawns and Discotheque & a hotel managed Travel Desk with a fleet of 18 Vehicles spread over nine acres from a loss-making unit to a profit making unit.

Piccadilly Hotels, Chandigarh/Manali, India

Manager Operations

April'2002 – Dec'2004

Joined as Manager Operations for 'THE PICCADILLY' Group of hotels, with its head office at Chandigarh. While working with this group I got the opportunity to handle the overall operations of their units at Manali, Chandigarh & Raipur independently (where I was involved in handling the local Administration, all operational departments, direct interaction with the guests/companies/travel agents etc. & recruiting/ training the staff as per the requirements).+

The Oberoi Towers, Nariman Point Mumbai, India

Outlet Manager
Jun'98– Mar'2002

During Campus Interviews I was absorbed by 'OBEROI HOTELS', Mumbai as a Management Trainee. After Completion of Hotel Management, I joined 'THE OBEROI TOWERS' on 11th JUN'98. After completion of the MT Program, I was appointed as Outlet Manager for the INDIAN SPECIALTY RESTAURANT. Also handled 'THE REGAL' Banqueting & Conventional Hall, from Aug 1999 till Aug 2002 for 3 years. Overall worked with 'EAST INDIAN HOTELS' for a period of 5 years.

SUPPLEMENTARY IN ORDER

➤ Industrial Training

- ✧ Hotel President, Mumbai, India.
- ✧ Hotel Ambassador, Mumbai, India.
- ✧ Centaur Hotel, Mumbai, India.

KEY SKILLS & TRAITS

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| <ul style="list-style-type: none"> • Hospitality Administration • Hospitality Operations • Project & Pre-Openings. • ROI – Accountability. • Strategic Positioning & Brand Building. • Training & Leadership Development Excellence. • Leadership Skills. | <ul style="list-style-type: none"> • Property Development. • Relationship Building. • Forecasting Ability & Revenue Growth. • Performance Analysis. • Targeted Marketing. • Coaching and Mentoring. • Planning long/short term Strategies. |
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LANGUAGES

English



Bilingual or Proficient (C2)

Punjabi



Advanced (C1)

Gujrati



Intermediate (B1)

Bengali



Intermediate (B1)

Hindi



Bilingual or Proficient (C2)

Malayalam



Advanced (C1)

Marathi



Intermediate (B1)

EDIFICATION

1999

Masters in Hospitality Management

Annamalai University, India.

1998

Diploma in Travel & Tourism Management

Trade Wings Institute, Mumbai, India.

1999

Diploma in Air Ticketing (Domestic / International)

IATA Standard Geneva, Switzerland.