**Priyanka Singh**

Seasoned Business Leader / Building & Accelerating Startups

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| **PROFILE:**  Organized, dedicated and ambitious professional with over 21 years of experience in online business, revenue management, planning, team building, execution & growth, from ground-up to profitability &scale with a track record of accomplishment.  Set a strategic business development plan for target markets and ensure it's in line with the overall strategic direction  Provide leadership to the creation and execution of the annual Marketing and Sales plans to meet agreed product goals and revenues, evaluation  In collaboration with all relevant functional teams to set annual sales targets, annual incentives, and reviewing progress vs. target and feedback on performance  Skillful negotiator with track record of building strategic customers, alliances, team, brands, marketingand partner relationships that drive revenue both in Domestic & International markets for web & App business.  Field of special expertise in Relationship Management for B2B and B2C Business Provide strategic & operational direction and leadership to the Sales and Marketing teams  To nurture and develop a franchise leading team who will deliver at the highest level on key performance indicators Contact MOBILE:  +91.9999962411  **EMAIL:**  [perky.prits@gmail.com](mailto:perky.prits@gmail.com)  **LINKEDIN:**  <http://linkedin.com/in/priyanka-singh-50a032131> ADDRESS: E-360, 2nd Floor, Greater Kailash1, New Delhi, 110048  India Core Competency Revenue Growth & yield management  New Market Penetration & Growth  Marketing Branding & PR  Product & Contracting  Holidays-B2C, Retail, Franchise sales  Identifying new & existing revenue generation / Growth  Key account management  Team building  Excellent in time management  Market Analytical skills industry expertise Travel  Tourism  Hospitality  Marketing PR & Branding other personal info Date of Birth  11th May 1979  Languages  English & Hindi |  | WORK EXPERIENCEEaseMyTrip.comVice President (Brand Alliances, Collaboration, Revenue & Growth) **November’2020 to June’2022, New Delhi**  EaseMyTrip is the second largest Indian online company, offering bookings to Corporate, MICE & Holidays & listed on the NSE, BSE & one among the unicorn company in India   * Budget & Business Planning- Provide leadership to the creation and execution of the start-up business vertical from scratch with annual Marketing and Sales plans to meet agreed product goals and revenues, evaluation, and feedback on performance * Revenue Management-In collaboration with all relevant functional teams to set annual sales targets, annual incentives, and reviewing progress vs. target * Strategic Alliances for Tourism Boards, Airlines, Hotels & Channel Partners * Manage performance & behavior o teams through effective meetings, coaching & mentorship * Digital Marketing- Natural at building relationships and works with a collaborative approach that strives to ensure all stakeholders derive the most benefit from my skills and expertise * Innovative approach to modern retailing and willing to explore new methods of delivering an improved and balanced performance * Vendors & Partners Relationship Management * Set a strategic business development plan for target markets and ensure it's in line with the overall strategic direction * Management Reviews - Business reviews to senior management team regarding progress, roadblocks & way forward by driving end to end P&L   **Skill :** Brand Alliances,Sales Operations, Operations Management, Customer Service Management, Customer Service Operations, Call Centre Operations, Sales Performance Management, Training & Development, Analytical Skill, Vendor Management Yatra Online LtdGeneral Manager (Product Contracting & Operations Management) **Jan 2018 to September 2020,Gurugram Haryana**  Yatra.com is an Indian online travel company & travel search engine. It was founded by Dhruv Shringi, Manish Amin in August 2006. Company is listed on the NASDAQ, BSE & NSE   * Budget Designing - Destination growth, Margin management and P&L ownership * Product Designing & Contracting, Supplier Management, Tactical Promotions Inventory Procurement – Managed new product development team with purchasing, Marketing, Product, Operations & Sales to ensure on time and within budget launch * Driving Sales - Driving sales through Product team, Branch office visit, Product review with Sales Heads (Retail, Franchise, B2B & Call Centre), designing incentive plan * Use standard business tools to track & report progress to senior management on all new programs * Create a proper channel flow for the organic leads for monetization by the tele calling team * Maintain critical MIS for the process with a detailed RCA to identify the opportunities in the process and further improve them * Maintain monthly/weekly reports for the productivity of the process & conversion rates for the process * Collaborate across departments to improve the customer experience * Create a robust audit process for the team to further improve the conversions * Designing strategic marketing plan for targeting customers, Monitoring the various marketing campaign for various channels, Designing GTM strategy   **Skill :** Retail & Franchise SalesPerformance Management**,** VendorManagement, Customer Service Management, Customer Service & Call Centre Sales Performance Management, Training & Development, Analytical Skill, Project Management TUI IndiaDy General Manager- (Product, Channel Sales Management & Customer Service Excellence) **November 2016 to December 2017, Gurugram Haryana**  TUI Group is a German company. TUI is an acronym for Touristik Union International. It is headquartered in Hanover, Germany.   * Promotions Inventory Procurement – Managed new product development team with purchasing, Marketing, Product, Operations & Sales to ensure on time and within budget launch * Provide clear guidance to creative teams in the development of creative to optimize and improve campaign performance * Assist & contribute to the creation and building of brands, Assist in the brand management, Manage competitive brands * Work closely with service teams, sales/business development, PR, product management, evangelists * Worked with Sales Head (Retail & Call Centre), Brand Marketing to develop and execute brand strategy and build brand awareness * Product Designing & Contracting, Supplier Management, Tactical * Ensure positive work environment for the team through creation of continuous learning programs * Regularly monitoring the trends of the process & take necessary actions in case there are any changes required in the policy and procedures * Create business models for the new additions in the business & take ownership to drive them * Create a system to track the journey of the customer for enhancing customer experience * Conceptualize & develop the model for E-Commerce fulfillment from order acquisition to delivery, replete with cost structure & timelines   **Skill :** Corporate & RetailSales, Operations Management, Vendor Management, Customer Service Operations, Call Centre Sales Performance Management, Training & Development, Analytical Skill Yatra Online LtdSr. Manager (Product Contracting & Operations Management) **October 2014 to November 2016, Gurugram Haryana**  Yatra.com is an Indian online travel agency and travel search engine & listed on NASDAQ, NSE & BSE. Dealing into B2C, B2B, Corporate, Retail & Franchise with various channels under one umbrella   * Raise the bar on service excellence implementation & execution across the company & key stakeholders to positivity influence customer loyalty scores while making corporate team a benchmark in the industry * Spear head the improvement initiatives as part of the service excellence framework * Develop new initiative under the service excellence umbrella: Leadership Engagement, Recognition Programs, Service recovery process set up, Service Excellence communication * Build culture for service protocols adherence through team engagement & audit * Work towards integration of customer centricity agenda * To manage the entire product line life cycle from strategic planning to execution. Product development and creation as per the current market requirements, product launch, creating awareness Contracting and negotiating with overseas vendor and maintaining effective relationship * To create effective Marketing plan to promote destinations working in synch with Marketing for generating query, e-mailer, banner, SMS push etc. * Preparing training and marketing calendar for various sales channels-Call center, Retail and B2B. initiative * Control Attrition within corporate targets * Strategize & implement continues process improvement which results in quality & cost efficiency * Seller service orientation, R&R programs, Integrate with other customers centricity initiatives, Customer service mapping * Ensuring to Increase revenue through optimization of costs   **Skill :** Call Centre & Channel Sales Management**,** Brand Alliances,Product Management, Vendor Management, Customer Service Management, Customer Service Operations, Call Centre Operations, Sales Performance Management, Training & Development, Analytical Skill My Trip Makers.ComManager (Corporate Sales, MICE, & Corporate Service Integration) **February 2011 to October 2014, New Delhi**  The company is dealing majorly into Big Corporate, MICE & Educational groups   * Heading all International destinations as Operations, Educational Tour and Customer Care Handling to achieve the target as per areas of responsibilities. * Supporting the Sales Manager and preparing proposals and price quotes. Preparing comparison sheets & cost negotiation with vendor to get the best rates to increase the Gross Profit Margin on file. * Ensuring effective and regular communication with clients, preparing updated visa guide, conducting presentation & training with team members. * Monitoring queries handling calls and e-mails. Monitoring the closure of helpline queries; conducting training on document collection and payment collection. Ensuring effective communication between client & within the departments; ensuring that the tours run well and up to the client expectations. * Arranging / Escorting the group whenever required such as at VFS, Embassy & on tours etc * Working on commutation arrangements for schools as well as internal staff members through local vendors. It includes hotel booking & transportation for international journeys & directly with hotel for domestic booking. * Verifying vendor invoices, tickets, insurance, visa, on ground services etc. Managing payments, helping accounts in settling the payments, working on cost analysis for Internal journeys * Making itineraries for all the destinations as per MICE & Leisure movement for outbound * Handled key clients including Maruti Udyog,Denave, HCL, Samsung, Schools Groups loke DPS, Bal Bharti etc   **Skill :** Corporate Sales,Operations Management, Customer Service Management, Vendor Management, Sales Performance Management, Training & Development, Analytical Skill Make My Trip.ComTeam Leader (Holidays Product & Operations Management) **May 2008 to February 2011, Gurugram Haryana**  MakeMyTrip is largest Indian online travel company founded in 2000 & listed on the NASDAQ. The company provides online travel services including Leisure Holidays, Corporate, MICE & B2B   * Responsible for creating & providing functional & operational reports to executive management * Create & analyze operational & service management metrics & reports * Support in creating, refining & driving global strategies to enhance processes, System Capabilities, Policies & employee engagement * Making on-line reservation for hotel bookings through GTA, DOTW, TRAVCO, HOTEL BEDS & cruise booking * Creating value to the corporate experience & resulting in VCOM metrics improvements * Develop & maintain strong working relationship with key stakeholders to drive new ideas & concepts * Interaction and Coordination with the suppliers, hotels and agents abroad for all operations related jobs. * Organizing & Coordination of all marketing & promotional activities for Products. * Recording & maintaining a database of all the transactions made   **Skill :** Holidays Call Centre & Retail Sales,Product Management**,** Operations Management, Vendor Management, Customer Service Operations, Sales Performance Management, Training & Development, Analytical Skill Concierge 4 IndiaSales Development Manager **July 2007 to May 2008, Mumbai**  Concierge 4 India is a representation company for Luxury hotels   * Have worked for 06 months as a freelancer with Concierge 4 India in Product Department to contract the rates & get it uploaded on the website.  Cox & Kings India LtdTeam Leader (Sales & Customer Service Excellence) **February 2006 to July 2007, Mumbai**  Biggest leisure travel & tourism company in India with having a largest presence of retail & franchise to target direct customers & B2B   * Doing quality sampling for the client set up to process * Performing outbound calls supporting the fraud exceptions process * Conducting regular huddles with the teams * Providing feedback to the analyst & conduct regular one on one’s * Supporting various process improvement projects * Identifying process improvement opportunities, leverage relationships to lead process re-designing & Procedural changes   **Skill :** B2C & B2B Sales, Operations Management, Customer Service Management, Customer Service Operations, Call Centre Operations, Sales Performance Management, Training & Development, Analytical Skill Dewan Worldwide Holidays Pvt LtdSr Sales Executive (Corporate Sales, MICE) **February 2004 to January 2006, New Delhi**  Dewan Travels Pvt. Ltd is in Travels & Tourism Driven by a service oriented vision and a modern management style, the company has made it its business, to exceed customer expectations. The result is a vibrant atmosphere, wherein respect, genuine concern, reliability, willingness to serve and friendliness flew unabated, between the company’s personnel and their customers in corporate and as well as individual operators   * Enhanced the leisure division as a Senior Sales & Operations Executive for Group Tour & FIT * My services had been comprehensive within the assigned territory. * Services had tuned up all type of payment settlement as well * Try to fulfill the needs of clients to keeo their likes & dislikes in frame of mind   **Skill:** Corporate Sales, Operations Managements Shree Raj Travels & Tours LtdSales Executive (Corporate & MICE ) **April 2002 to January 2004, Mumbai**  The company is into Travels & Tourism Driven by a service-oriented vision and a modern management style, the company has made it its business, to exceed customer expectations   * Handled queries for outbound division as a Sales Executive. * My KRAs was developing the clientele for leisure & MICE with a high profile corporate, * Management of Key Accounts, which includes Pricing for tour packages, designing of itinerary with time management as well as services of facilitation * Payment settlement with finance & vendor management   **Skill:** Corporate Sales, Customer Service EDUCATION Bachelor of Arts (Hons.) **Ancient Indian History & Culture** from BHU **Apr 1998 to Mar 2001**   * Certification in **Computer** Application- Worked on MS DOS, MS OFFICE, WINDOWS NT 4.0, WINDOWS * Certification in **Hospitality & Tourism** + CRS AMADEUS from SITA ACADEMY- 2001-2002 * Certification in **Destination Training** like Europe, Canada, USA, Australia, New Zealand etc * Certification in **Digital Marketing**  Major AccomplishmentS  * Won the ‘Best product & destination knowledge award MakeMyTrip.Com”award for the year 2009 * Won the ‘Best Sales Employee of MakeMyTrip.Com” award for the year 2010 * Won the “Best B2B partner award of MakeMyTrip.Com” for the year 2012 |
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