
About Me

Experienced professional with expertise in driving revenue growth in SAMENA. Over 8+ years of experience in developing innovative sales strategies, analyzing business markets and managing key partners. A collaborator and keen learner with high integrity. She is a critical thinker, proactive problem solver, reliable, passionate with high threshold to absorb pressure and has a strong work ethic.



Experience

Payoneer (July 2019 - Present)

• Customer Success Manager (MENA)

Payoneer is a Nasdaq listed fintech company providing payment platform for cross border SMBs.

- KAM for a 13 MN per month, key small & medium businesses (SMBs) in Middle East & North Africa doing cross border trade.
- Managing a portfolio of 100 clients across MENA , clocking \$13 million of business monthly.
- Building strategic partnerships with clients and alliances with affiliates (e.g., Marketplace, Account managers, Bank RMs, etc.) with focus on top-line revenue growth by consultative sales and effective account management.

Strategic Initiatives:

- Delivered on upselling the highest number of cards across the VIPs in MENA market which led to 10% increase in the revenue YoY.

• Customer Success Manager (India)

Responsible for managing key small & medium businesses (SMBs) in Ecommerce vertical doing cross border trade.

- Managing a portfolio of 80 clients across India, clocking \$3 million of business monthly.
- Organizing & conducting webinars, forums, city meets about market trends for client engagement.

Strategic Initiatives:

- Pivoted a VAT Project for Indian Clients for enabling seller success in markets like UK & Europe, which led to a double-digit growth in clients expanding to these markets.

Expedia Group (August 2015 - July 2019)

• Market Associate - Global Market Management

- Identifying, acquiring and supporting Expedia's business development efforts through smooth on-boarding of new hotel partners.
- Facilitate communications and answering commercial queries from all business partners.
- Developing relationships and tap promotional opportunities with brands like Carlson, Choice and mid-range hotel chains like Royal Orchid, KTDC and OYO Rooms.
- Optimize content, rate and availability competitiveness on the Expedia sites to maximize customer conversions.
- Making hotels participate in marketing activities like web campaigns, flash sales and invest in Expedia tool kit to improve their revenue.

Rewards and Recognition:

- Rewarded by Global Account management team for contributing in their KPI's for the year 2017.
- Contributed in winning Engine Room Competition 6 times consecutively across APAC (Team Effort) for meeting KPI's.
- Contributed in winning SEA Q3 Input Metrics Challenge (Team Effort) for meeting our targets.

Cleartrip (May 2013 - August 2015)

• Market Associate - Global Market Management

Joined as a **Management Trainee in Business Development** (May 2013 - March 2014)

Promoted as **Executive in Business Development** (April 2014 - March 2015)

Promoted again as **Senior Executive in Business Development** (April 2015 - Aug 2015)

- Handled 5 Star Brands of Hospitality like Carlson, Starwood and Best Western.
- Maintaining relationships with 4-star & 5-star rated properties in the assigned region (Delhi & NCR Region).
- Responsible for acquisition of new properties.
- Price benchmarking for contracted hotels against the competitive OTAs.
- Meeting hoteliers for the best contracted rates.

Rewards and Recognition:

- Awarded as 'Top Performer' 3 times in Cleartrip India Pvt Ltd.
- Awarded Appreciation Letter for meeting targets 4 times in Cleartrip Pvt Ltd.

Radisson MBD, Noida (October 2011 - March 2012)

- Worked as an industrial trainee getting trained in all the major departments like Front office, Food and Beverage outlets, Housekeeping, Kitchen, Bakery and Training department.
- Awarded as ‘Exceptional Performer’ during Industrial Training in Radisson MBD, Noida.

Skills

- Marketo
- Clearslide
- Salesforce
- Tableau
- Excel

Education

B. Sc. in Hospitality and Hotel Administration
Institute of Hotel Management, Bangalore
(2010 - 2013)

Languages Known

- English
- Hindi
- Odia