

Sumanta Kumar Sarkar



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Summary and Aspiration

Hospitality professional with diverse experience of 21 plus years in business development, operations management and client servicing, ability to delivery value added costumer service with an eye to detail, well experience in revenue management, menu planning and inventory management,

Adaptability and habituated to take on power packed challenges where independent decision-making play a vital role Potential to handle high work pressure with professional and capability for multi-tasking with utmost ease and efficient time management to work in multi culture environment.

Area of Expertise

Strategic Planning	New Set ups
System Implementation	Sales & Marketing
Business Development	Key account Management
Client relationship Management	Operation Management
Food & Beverage Sales & Operation	Employee's relationship management
Behavioral Management	Vendor management
Networking	Budgeting & Forecasting

Head Corporate Sales (HOD) – 4* 117 Suite Rooms and 6 F&B Outlets 01/2016 to Present ELLAA Hotels Hyderabad (A unit of Indus Palms Hotels & Resorts Ltd) Hyderabad

- Increased profits by 60% in one year through restructure of business line
- Successfully retained lost business and boosted both top-line and bottom-line revenue
- Secured new business and expanded the client base by planning and executing dynamic marketing and
- Sales strategy (advertising campaigns with trade papers, local newspapers, Chamber of Commerce, new tie-up's with corporate and social segments)
- Maximizing revenues through yield management.
- Developed, implemented and sustained aggressive solicitation program focusing on increasing business.
- Analyzed monthly and quarterly P&L with detailed critique
- Forecasting weekly, monthly and quarterly to accomplish budgeted revenues
- Directing and coordinating the food & beverage sales and operations for banquet space and outlets

- Implemented guest satisfaction program, allowing hotel to improve standards.
- Marketing for hotel events and promotions
- Personally and successfully handled all arrangements for high profile guests that earned publicity for the hotel
- Establishing and maintains applicable preventive maintenance programs to protect the physical assets of the hotel.

Complex Sales Manager – 5* **08/2012 to 11/2015**
Westin Hyderabad - 385 rooms, 14 meeting rooms, Sheraton Hyderabad - 255 rooms, 7 meeting rooms

- Manage all aspects of Sales & Marketing activities, assisting down line managers and associates
- Contributes to the successful achieving overall budget & Guest satisfaction index
- Builds and maintains relationships with key Clients. Creates and solicits new business through innovative means
- Guests assistance whenever required
- Assisting onboard inventory management and meeting the food and alcohol budget
- Assisting both Hotels business office in financial transaction
- Provided keen oversight of the day-to-day operations.
- Identified strategic partnerships and gathered market information to gain a competitive advantage.
- Prepares financial reports for management that clearly explain effectiveness, trends and variances.
- Executing marketing, sales, activities, producing results that meet or exceed the hotel's business plan
- Conducted daily pre & post sales call and assist weekly departmental meetings to ensure department efficiency.
- Coordinate activities of businesses or departments concerned with the production, pricing, sales or distribution of products.

Asst Sales Manager (HOD) – 4* **06/2010 to 08/2012**
Hotel Daspalla Pre-Opening and Operation, 110 rooms, 5 Restaurant's, 5 meeting rooms

- Pre-opening of a 110 room down town hotel in Hyderabad, whereby I have been associated in setting up the SOP's, policies, recruitment, OSE, FFE and of opening the hotel.
- Training and Profit and Loss Critique. which led to increase in customer satisfaction and repeat guests.
- Strategic competitive analysis by assessing strengths and weaknesses of competitors
- Developed department & performance plan which resulted and motivated team to achieve 60% of room occupancy & 70% of budgeted F & B revenue in its first year of operation.
- Promoted brand awareness through SEO optimization and monitoring attractive web design.

Sales Manager (HOD) – 4* **12/2008 to 06/2010**
Golkonda Resort & SPA 44 luxury villas, 5 Restaurant's, 60,000 sq ft of total meeting/convention space

- Conducted daily pre-shift and weekly departmental meetings to ensure organizational efficiency.
- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
- Oversee activities directly related to making products or providing services.

- Direct and coordinate activities of businesses concerned with the production, pricing, sales, or distribution of products.

Assistant Manager Bharat Dekho – 01/2004 to 06/2008
Cox & Kings India Ltd. Mumbai and New Delhi

- Associated in developing growth strategy with focused both in financial gain and costumer satisfaction
- Conducting research to identify new market and costumer need
- Assisting in achieving sales targets and market promotion. Lead in negotiation, prepare and conclude contracts
- Assist the team as needed working with customers during the sales process and to finalize Guest orders.
- Coordinating payment to various supplier's in exchange to their vouchers.
- Ensure emergency procedures are practiced and enforced to provide security and safety for guests and colleagues during pre & post events

Assistant Sales Manager – 05/2002 to 01/2004
Country Roads Hospitality Pvt. Ltd New Delhi

- Responsible to achieve Sales & operation targets for the overall organization goal by defining and implementing sales & service strategies to offer best in class

Continental Cook 05/1999 to 04/2002
Indraprastha Apollo Hospital, New Delhi

- Establishing quality and quantity standards of food preparation & presentation.
- Devise methods for optimal use of raw materials & fuel and maintain the budgeted food cost.
- Ensure availability of stock and raw materials through proper indenting, planning and co-ordination with the Ex-Chef and Purchase department.
- Maintaining adherence to Safety, Hygiene and Cleanliness standards.
- Prepare and cook special meals as instructed by dietitian.

Education

MBA Marketing: Nagarjuna University	2010
DHMCT: IHMCT Kovalam Ministry of Tourism Govt. of India	1999

Hobbies Listening music, driving, exploring new destination, swimming.

Languages English, Hindi, Bengali