

# **SOUMAVA MUKHERJEE**

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I am skilled in strategic business development, sales, and client management (B2B & B2C) with a proven track record of managing profit centre operations.

My career spans over 20+ years with leading organisations across diverse sectors within GDS, Travel & Tourism, Airlines & Hospitality including multinationals in India and Middle East.

I have led multi-cultural teams and demonstrated deep expertise in using my skills to build and nurture global brands and yield stellar results for all stakeholders.

*"I feel senior managers oftentimes lack in soft skills even if they are good at strategies, goal setting and number analysis. Soumava is an excellent mix of both quantitative and qualitative skills. He is an excellent man-manager and his team respect him a lot and look up to him for directions with total faith and trust. He is very customer focused and can balance company objectives with customer expectations. Overall, very balanced and focused with a wonderful human side to him."*

~ Raja Natesan, Immediate Supervisor and CCO, Interglobe Technology Quotient Pvt.Ltd.

## **SKILLS**

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Salesforce, B2B and B2C, customer centric sales & operations, business development, client management, relationship management with C-level, presentation, negotiation, analytical, forecasting, budgeting, strategic account management, marketing strategy, strategic planning & alliances, market research, product positioning etc.

## **EXPERIENCE**

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### **TAWFEEQ TECHNOLOGIES AND SERVICES**

### **REMOTE, INDIA**

Management Consultant – Sabre (J.V operations)

Oct 2021 to Feb'22

- Lead all efforts to execute and complete a brief start-up project remotely from India with newly appointed Sabre J.V partner for Qatar. Sabre is a software & technology company that powers the Travel Industry. Sabre in Qatar is officially distributed through Tawfeeq Technologies And Services (TTS).
- Project included the pre-launch implementation for Sabre in Doha, Qatar till such time they went live effective January 2022. Worked in close coordination with Sabre STNME office, Bahrain.
- Played an integral role in spearheading and setting up the market for sales and business development, and distribution of Sabre in Qatar through their newly appointed distributor in Sep 2021.
- Hired new team members for sales, product and help desk.

### **BHAWAN TRAVEL GROUP**

### **MUSCAT, OMAN**

Dy.General Manager

Aug 2016 to Apr 2020

- Increased travel group business to ~103 Mn USD and achieved a retention margin of ~7% in 2019-20. Led a team size of about 40+ employees countrywide with 8 direct reportees.

- Accomplished ~5% growth in Inbound tour business and ~20% growth in leisure business in a highly competitive market in 2019-20.
- Appointed Market Reps each in France, Italy, Germany, and China to get incremental inbound business from these source markets resulting in ~12% leap in top line and ~2% in the bottom line.
- Instrumental in cracking the GSA deal for Bangladesh Biman Airline in 2017 after 38 long years from their existing GSA. This contributed to ~12% of revenue growth for the organisation.
- Negotiated annual contracts with key airline suppliers, GDS, hotels and travel whole sellers for leisure products to maximise backend earning potential for the organisation.
- Championed the ISO 9001:2015 Bureau Veritas certification project for 'Bahwan Travel Group' in 2017-18, which included Bahwan Travel Agencies LLC, Bahwan Tourism LLC, and Bahwan Travel Services. Received ISO 9001:2015 certification, accredited by Bureau Veritas.

## INTERGLOBE TECHNOLOGY QUOTIENT PVT.LTD. (ITQ)

KOLKATA, INDIA

General Manager – East India

Jan 2007 to Aug 2016

- Achieved ~1.5 Mn transactional airline booking segments on **Travelport** – a worldwide travel retail platform.
- Turned around East India market share by 9% (from 36% to 45%) by implementing go-to-market strategies, road shows, customer engagement projects, organised end user engagement activities and sales mentorship.
- Built a robust pipeline of 120 plus customers from small - mid segment to large across Tier 1-3 cities, who were targeted for conversions and achieved success consistently over a period.
- Implemented Salesforce - CRM to bring in automation and scaled up to be the no.1 region to transform from managing excel based pipeline to managing sales pipeline and sales activities through salesforce CRM.

I have also worked in various capacities with leading organisations and multi-nationals at **Jet Airways, IHCL (Taj Bengal), Singapore Airlines** between 1999 and 2006.

## EDUCATION

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### MBA – Marketing

KOLKATA, INDIA

Academy of Business Management Studies

June 2011 to July 2012

### BHM – Hotel Management

OOTY, INDIA

Merit Swiss Asian School of Hotel Management

July 1994 to July 1997

## ADDITIONAL INFORMATION

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- One of the few employees to get selected at Interglobe to attend a company sponsored residential 'Leadership Development programme' held at the Indian Institute of Management (IIM), Ahmedabad campus in 2016.

- Awarded by CEO-President at Interglobe Technology Quotient for 'Make A Difference', 'Best Region' and 'Best Manager' during my career at Interglobe Technology Quotient.
- Nominated as Honorary Tourism Committee Member of BCCI (Bengal Chamber of Commerce and Industry) in November 2015 which assisted development of state tourism in West Bengal.
- Appointed as Honorary Secretary General of SKAL International, Kolkata (International Travel Networking) from April 2009 to March 2011.