**KAREN MENDES**



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Professional Summary:

Extensive experience in the hospitality industry of almost a decade with primary expertise in sales & marketing along with customer servicing, strategic planning and people management.

An assertive manager with outstanding interpersonal, communications and people management skills. A demonstrator of a highly motivated, passionate, committed and disciplined professional who can adapt to changing situations and different cultures to achieve results.  
  
Extensive exposure of operating in domestic markets and overall hotel revenue and marketing.

A balanced mix of Leisure and Corporate/City hotel experience brings an out of the box approach to business

* Sales & Marketing
* Revenue Management
* MICE
* Leadership Skills
* People Management
* Strategic Planning
* Leisure and Business hotel experience
* Luxury segment positioning - Revpar leader, PR and Marketing (Traditional and Digital)

**Employment Details**

**The Ritz Carlton Bangalore – 11 February till date**

***Designation: Director of Sales & Marketing***

* Manage all aspects of the sales and marketing division. Provide the strategic vision for maximum sales generation and optimal revenue growth.
* **Lead a talented sales team** that makes the vision reality. To create an environment energized by the art of the possible, where talented, win-driven professionals are excited to join, learn, exceed their best, and advance. To lead by modelling the way, by empowering, and coaching throughout the employment lifecycle.
* **Effectively channel knowledge** of the competitive landscape. Assess the effectiveness of company programs to determine optimum revenues using Interstate system reports and market data, in order to innovate.
* **Forge relationships** and build rapport. Cultivate, enhance and leverage external and internal relationships to elevate hotel and market share awareness and drive business.
* **Collaborate with Finance** to ensure the division sales plan is on budget to meet or exceed revenue expectations and profit goals.

**The Leela Hyderabad – 11 Nov 2019 till 9 February 2021 (Pre-opening)**

***Designation: Director of Sales & Marketing***

* Responsible for the overall positioning of the hotel, brand communication and the development of customers for the property including, Rooms, Dining Outlets and Events.
* Develop and implement sales and marketing strategies and initiatives.
* Develop sales channels selling into dealer market, special retail markets and school market.

**Park Hyatt Hyderabad – 15 October 2017 till 27 August 2019**

***Designation: Director of Sales & Marketing***

In this role my responsibility is to position the hotel in the local marketplace through appropriate sales and marketing initiatives and to ensure the hotel product and services align with the positioning and brand promise created through marketing communications.

* Focus towards achieving the “TREVPAR” of the hotel and position the hotel as a market leader keeping in mind the evolving market conditions
* Top-line hotel Revenue of more than INR 115 crores
* Hotel with one of the Highest retail mix in India Portfolio
* Market leader in RGI – Rank 1 in Revpar index (132)
* Weddings premium venue positioning
* Development of Senior team member
* F&B achievements – Relaunch the modern Asian restaurant – RIKA

**Renaissance Hotel and Convention Centre and Marriott Executive Apartment –**

**14 February 2017 – 05 October 2017**

***Designation: Complex Director of Sales & Marketing***

Positioned the hotel as a MICE destination and premium Executive Apartment for Inbound as well as domestic market.

* Directly responsible for the achievement of all revenue goals of the Sales team
* Develop and recommend pricing strategy to help achieve and retain market share
* Prepare and execute the Annual Marketing and Business Plan
* Directly oversee all international marketing efforts for MICE
* Oversee all Sales strategy, tactic and action implementations in order to create a strong sales force who achieve their targets
* Monitor and evaluates Local, National and International market trends, and the Competitor hotels’ sales initiatives, in order to make sure that the hotel’s Marketing and Sales remain competitive and at the Cutting Edge.
* Direct sales and organizing hotel convention space and availability as per guest requirement up to finalization of the contracts

**Hyatt Hyderabad Gachibowli since 5 October 2014 – 10 February 2017**

***Designation: Director of Sales & Marketing***

Create an awareness in the local market as a new addition to the Hyatt Brand

* Ensuring all Hyatt’s initiatives, materials and polices are introduced, implemented and maintained.
* My primary objective is the hotel success. With a team aided by a Revenue Analyst, Assistant Manager Marketing Communications, Associate Director of Sales and Events Planning Manager.
* Creating strategies for every revenue stream, create the reservations system, pricing, website content, hotel collateral, social media, sales mapping.

**Grand Hyatt Mumbai – June 2008 – 4 October 2014**

***Designation:***

* ***Director of Sales – 1 Aug 2103 – 4 Oct 2014***
* ***Director of MICE operation – 1 Nov 2012 – 1 Aug 2013***
* ***Associate Director of Sales - MICE and Travel/Trade 2010 – 2012***
* ***Associate Director of Sales – Corporate Sales 2008 – 2010***

Work Experience

* Hotel Sales, Operations and Management experience having handled diverse portfolios in Corporate, Travel Trade and Event sales. Medical Conference (Specialised in the “Niche” Medical segment), Associations Segment, Consulates and Diplomatic bodies, Chambers of commerce. International Symposium and Seminars
* Clients represent a broad range of cultures and industries; which include, but not limited to: Travel and Trade, entertainment, hospitality, real estate, fashion, finance, insurance, pharmaceutical, Doctors/Medicals segment automotive and weddings
* Relevant Experience in Revenue management

***JW Mumbai – Dec 2001 – May 2008***

***Designation:***

* ***Sales Manager, Marriott Hotels (India) - Feb’ 07 till May’08***
* ***Assistant Sales Manager, Marriott Hotels (India) - Feb’ 05 till Feb’ 07***
* ***Sales Executive, JW Marriott Hotel Mumbai - Feb’ 04 till Feb’05***
* ***Sales Coordinator, JW Marriott Hotel Mumbai - Aug’ 02 till Feb’ 04***
* ***Lead Admin Assistant, JW Marriott Hotel Mumbai - Dec’ 01 till Aug’ 02***

Work Experience:

* Contributed to the 100% growth in the Special Corporate segment as compared to 2006.
* Increase by 120% in the Group segment within the area allotted
* Successfully organized Guest Cocktails and Chef’s Table to enhance the Guest engagement activities.
* Handled different brands: JW Marriott, Renaissance Hotel and Convention Centre, Marriott Executive Apartments, Goa Marriott Resorts, Courtyard Chennai, and Hyderabad Marriott.
* Liasioning with guests, corporate clients and Travel agents for marketing and creating awareness about the Chain of hotels.
* Responsible for high end Banquet revenue.
* Achieved the “President Circle” in the Golden Circle Program.
* Inputs and maintaining contracts, accounts and opportunity information in Fidelio (property management system).
* Prepare the agenda for meeting: preparing and disseminating the minutes of the meeting.
* Ensure travel arrangements of managers relating to ticketing, visas, and foreign exchange.
* Meeting and attending guest when the Sales Managers are out on calls.
* Assist with the coordination of JW Preference Plus.

***The Leela Kempinski***

***Designation: Secretary at business centre November 1999 – December 2001***

Work Experience

* Handling tenancies of the guest using the Business Centre facilities.
* Provide a level of responsiveness combined with resourcefulness and technical excellence that will ensure long-term customer partnerships.
* Responding effectively to guest needs ensuring their personal comfort and satisfaction.

***Page-point Services India Ltd.***

***Designation: Senior Paging Operator July 1996 – October 1999***

Work Experience

* Transmission of messages, booking messages.
* Transmission of important headlines from the B.B.C and Mid-day over the pager, and transmission of scores during the cricket matches.

**Courses:**

Have attended and completed Hyatt’s

* Driving Customer Preference 4 (Director S&M /Revenue Manager)
* SMART Sell 1 ,2 and 3
* Service excellence 1,2,3
* Delphi NSA Training
* Revenue Management Training
* Opera Sales module
* IDeas induction module
* Envision Training
* Eflex Training (Revenue Management tool)

Have attended and completed Marriott’s

* SPIRIT TO SERVE Program
* BMW—Business the Marriott Way
* Fire safety Training
* Service Excellence
* Foundations of Leadership
* Train the Trainer

***Education***

* Bachelor of Arts from University of Mumbai majoring in Political Science.
* Higher Secondary Certificate from University of Mumbai
* Secondary School Certificate from Divine Child High School, Mumbai
* Acquired basic computer knowledge from “CMS Computer Institution”. Ms. Office, word, excels, power point, lotus, surfing the net.
* Diploma in “International airlines and travel management” from IITC Mumbai.

***Languages*** Written & Spoken – English, Hindi, Marathi

***Date and Place of Birth***10 November 1976, Bombay, India

***Permanent Address*** Gold Coin Apts. C-10, 5th Floor, Opp St. Anthony Church, Vakola, Santacruse East, Mumbai 400055