



Aman

E-mail : iaman.hayer@gmail.com Phone : 08295483068
Address: 48/12-2, Mahesh Nagar, Ambala Cantt, Haryana

Brief Summary

Business Development Manager with international work experience.

Education

Masters in Business Administration

August 2013 — July 2015

AUT University, New Zealand

Merit

Masters in Tourism Management

August 2007 — October 2008

Swiss Hotel Management School, Switzerland

Bachelors in Hotel Management

June 2002 — August 2006

Kurukshetra University, India

First class

Post Masters research

March 2016 - September 2016

International publication: Travel advisories-destabilizing diplomacy in disguise

Conducted conceptual research to critically consider and evaluate the use of travel advisories as political means of coercive diplomacy capable of destabilization.

Industry Work Experience

Business Development Manager

Napier Prison Tours and Citywalksz, Napier, NZ

04 August 2015- 01 March 2016

Responsible for

(1) Developing and managing new products and events

Strategy: Product development, improved customer service, product diversification, targeted the customer latent needs,

product modifications, brand extension and abandoned weaker products and concentrated on more profitable products .

Initiatives: Successfully started paranormal investigation tours , night torch tours and escape prison game at Napier prison. Significant improvement made in the customer experience.

Achievements: Satisfied the needs of the customers by means of the product and increased the company's revenue base by 30 per cent

(2) Digital Media Coordinator

Strategy: customer focus approach

Initiatives: Successfully conducted mug- shot Contests, scary photo contests on the company Facebook page. Engaging posts included sharing photographs and information. Communicated the brand's distinctive value in words and pictures. Conducted customer-satisfaction surveys.

Achievements: Significant increase in the number of the likes on the company FB page and online tickets sold.

(3) Pricing strategies

Strategy: Price differentiation strategy

Achievements: Increase in current profits, market share and market skimming.

(4) Designed promotional strategies

Strategy: Holistic marketing and effective communication

Initiatives: Communicated value proposition to our customers through designing flyers, billboards and company website and collaborated with the TV-media and the PR team

Achievements: Increase in the number of new customers and the customer retention

(5) Developed sales pitch

Achievements: Increased up-selling and cross-selling through having better-trained people.

(6) Created company vision and mission statements

Achievements: A clear direction how company can and should move towards a change process.

(7) B2B Collaborations

Initiatives: B2B Collaborations made with the domestic and international tour Operators, travel agents and the cruise ships. Needs analysis conducted

Achievements: Successful tie-ups increased the business revenue

(8) Conducted marketing research: Conducted customer surveys and needs analysis for the prospecting clients

(9) Front office Assistance: Handled customer queries and the reservations.

Volunteer Work Experience

Sales Administrator

Personal selling

June 2015

Paralympics New Zealand fundraising for NZ disabled athletes

Market researcher

June 2015

Academic Work experience

Chitkara University, India

October, 2010 — June , 2013

Lecturer

Research coordinator, Taught tourism management, marketing , strategic management and human resource management to the graduate students.

Maharishi Markendeshwar University,
India

October, 2008 — January, 2009

Lecturer

Research coordinator, Taught tourism management, marketing , strategic management and human resource management to the graduate students.

International publication

Travel advisories-destabilising diplomacy in disguise: international journal of Policy Research in Tourism, Leisure and Events

Travel Advisories - Coercive Economic Diplomacy in Disguise (Abstract) : ATLAS (Risk in travel and tourism)

Conference paper

Academic Paper presented in ATLAS International Conference held in Portugal (October 2015) : Travel Advisories - Coercive Economic Diplomacy in Disguise

Special Achievements

Maximised shareholder and the stakeholder value

Achieved 4 star rating on the trip Advisor website.

The best tourist attraction in Hawkes Bay

Increased the company's revenue base by 20 per cent through introducing new events, new price policies, reforming product and work process:

Significant increase in the number of the tourist visiting the destination

Achieved higher customer satisfaction through personalizing services

Interests

References

AUT University, Auckland, New Zealand

Dr Charles S. Johnston, Department of Tourism, School of Hospitality and Tourism, Auckland University of Technology
Private Bag 92006 Auckland, New Zealand Voice 649-9219999 x5120 // fax 649-9219962 Charles.johnston@aut.ac.nz

Citywalksz, Napier, NZ

□ Marion Waaka, CEO, Citywalksz, Email address: marion@citywalksz.com