

## **Curriculum Vitae**



**Name** : *Abhijit Mukherjee*

**Address** : *17-C , Nivedita Enclave, A-6 Paschim Vihar New Delhi – 110 063 (India)*

**Email** : *abhijitmukherjee73@gmail.com*

**Skype ID** : *Abhijit.Mukherjee77*

**Telephone (Home)** : *+91 9999261047*  
**(Mobile)** : *+91 9811261007*

**Marital Status** : *Married*

**Educational Qualifications** : *Business Management from Harvard Business school  
Finance Essentials from Emirates College  
Post Graduate in Computer Application from NIIT  
Strategic Sales and Conceptual Training from Miller Heiman  
Bachelor's Degree in Science, from Delhi University, India*

**Past Experience** : *2018 – Till Date **Bird Group**  
2015 – 2017 **Mega Maldives Airlines**  
2014 -2015 **Sabre Travel Network**  
2003- 2014 **Emirates,**  
2001-2003 **Cathay Pacific,**  
1996-2001 **SwissAir,**  
1994-1996 **Modilufth.***

**Presently working as** : *Senior Manager - India for Bird Group*

### ***Work Experience***

❖ (Jan 2018 to Till Date... Senior Manager – India for Bird Group )

*I am presently working as **Senior Manager- India for Bird Group**, reporting into the Vice President Administration. I am taking care of the following portfolio including Administration, Finance and Human Resources ,Consulting, Security, IT, ERP & SAP, General Management, Quality, Audit & Compliance, Business Travel, Logistics & Supply Chain, Vendor Management, HRMS, Trainings, Office Management, Performance Reviews, Commercial, Operations etc. I have been managing key relationship with Government Agencies and Ministries as well.*

- *Undertake overall responsibility and accountability for the management, revenue, control and administration of Bird Travels fiscal and marketing policies.*
- *Advise and support the formulation & implementation of short-and-long term strategies together with identification, acquisition and deployment of associated infrastructure and human resource requirements.*
- *Ensure that the region achieves the set revenue objectives through analysis, sales initiatives and market intelligence. In coordination with the relevant functional Executives (Procurement / Administration / Corporate Sales), define and agree associated costs & expenditure requirements to achieve the set objectives.*
- *Manage the commercial and quality objectives of the range of various Finance Products & Services*
- *Support all initiatives of various products including Govt. interface and Tourism Boards.*
- *Network in the industry and maintain a high level of relationship with various authorities and top clients. Develop effective strategies for Sales & Marketing in the region.*
- *Handle media activities*

❖ (October 2015 to December 2017 ... Mega Maldives Airlines)

*I worked with Mega Maldives Airlines as their Country Manager – India, This was a significant step from the previous roles with wide exposure to all the Global Online and Offline markets of Mega Maldives Airlines along with multiple Departments internally.*

*Following are my achievements*

- *The total remit covered sales resources and strategy planning and delivery of Passenger Revenue Budget which grew over 60% in the course of 2 years to eventually end at a 500 Million US Dollars by 2016*
- *Through this period I managed the sales organisation through a transition from a fleet of 4 to 6 aircrafts and a network of 09 to 12 destinations*
- *I have been an active member of the Airline's core strategic teams to work on Fleet, Network and Business plans for future expansion*
- *I managed a strong Sales, Distribution and GDS teams comprising of over 400 people across the network with multiple market representation including LV offices or GSA representation through a team covering all the markets*
- *As part of the role, managed the Customer Loyalty program 'FLYMEGA' which observed a 100% growth in membership base and over 200% growth in active Memberships and 150% growth in Premium customer penetration including growth in number of external partners, new loyalty management system, process improvements internally in program management*
- *Mega Maldives airline group has over 456 employees and our Staff travel department dealing with all the employees travel was one of my responsibilities during this period. There were many cost saving initiatives, focus on automation reducing manual processes and several reviews and bench-marking of employee benefits as the company grew over 2 years period.*
- *I also managed the DGCA & Ministry of Civil Aviation activities and cultivate top level of relationship with Govt organisations at all times.*

❖ *(November 2014 to October 2015... Sabre Travel Network- APAC)*

*I served as a **Senior Executive Sales – India**, with additional responsibility of Regional Head - North & East India, leading a team of 10 staff comprising of Sales Executives, service centre, technical services as well as the product development staff.*

***Area of Responsibility:***

- *Network with all Top / Key accounts, pan India*
- *Be a one-window / one-point-of-contact for all Top producers in the country*
- *Carry out effective client management and ensure seamless delivery of Abacus Product & Services, across India*
- *Prepare complete cost/revenue budgets and ensure quarterly reviews with Top accounts, country-wide*
- *Ensure market expansion by evaluating new growth avenues*
- *Lead a team of dedicated & motivated sales/services staff*

### ***Key Result Areas:***

- *Develop and retain a profitable customer base, pan India*
- *Maintain a close contact with the National subscribers and recommend the development of new product functionalities*
- *Control budget and ensure proper resource allocation*
- *Carry out a competitor and market share analysis and develop an action plan to counter challenges*
- *Meet and exceed revenue targets and have achieved a healthy growth of 17%*
- *Strategise and implement the sales plan, and a sales process*
- *Ensure a motivated and productive sales team*
- *Continually strive to win new accounts through innovative sales and service strategies*
- *Provide thought leadership to regions on the statistical data of their market share using MIDT*
- *Achieve Revenue Targets and develop Profitability Analysis statistics*
- *Overall staff management – all personnel matters, annual appraisals, salary reviews, recruitments, training & development needs*
- *Roll out of the entire Sales Process including market segment analysis and region specific sales promotion schemes*
- *Establish commercial relationships w.r.t. travel agents, airlines and trade bodies-TAFI/TAAI etc.*

### ***❖ (February 2003 to Oct 2014 .....Emirates)***

*Served as **Senior Sales Support – North India** , with additional responsibility of Regional Pricing , MICE , Group Sales, Labour Movements, Leisure Sales and Corporate Movements as well.*

### ***Area of Responsibility:***

- *Have taken overall responsibility and accountability for the Group Sales management, revenue, control and administration of Emirates fiscal and marketing policies.*
- *Advise and support the formulation & implementation of short-and-long term strategies together with identification, acquisition and deployment of associated infrastructure..*
- *Ensure that the region achieves the set revenue objectives through analysis, sales initiatives and market intelligence. In coordination with the relevant functional managers (Group Sales), define and agree associated costs & expenditure requirements to achieve the set objectives.*
- *Manage the commercial and quality objectives of the range of Emirates Products & Services*
- *Support all initiatives of Emirates including station opening projects.*
- *Have actively participated and assisted in setting up office for Emirates Kolkata*
- *Network in the industry and maintain a high level of relationship with various authorities and top clients. Develop effective strategies for Sales & Marketing of Emirates in the region.*

#### ***Key Result Areas:***

- *Have a thorough understanding of Emirates' entire network, the region, and area-wise business opportunities and threats*
- *Demonstrate strong business acumen, teamwork and thought leadership. Implement the same for all reporting Sales, Airport & Cargo Managers*
- *Have complete responsibility of the Revenue, cost and route profitability for North India, East India & Nepal towards the Group Movements*
- *Cultivate Top level relationship with all large clients including multinational travel management companies, DGCA officials, Civil Aviation Authorities etc. Develop key accounts (Agency & Corporate) – evaluate & analyse their deal proposals and performance ensuring incremental revenue*
- *Analyse Pricing vis-a-vis Competition & target Yields, as forecasted by Target.com and accordingly implement fare changes in North & East India Market*
- *Responsible for negotiating with Pricing department in line with LSO requirements . Also regularly track the performance of Corporate through One-network followed by an update to the sales Team*
- *Support commercial sales managers in their endeavour to monitor market trends & competitor activities with a view to providing a higher standard service to agents as well as corporate clients, in order to sustain and improve market share. Develop new pricing strategies and ways to counter competition*
- *Prepare operating budgets and execute sales & promotional activities as well as productivity linked incentives within approved budgets so as to control costs and increase profitability*
- *Represent Emirates at various industry forums*

❖ ***(August 2001 to January 2003 ... Cathay Pacific)***

Served as the **Head of Retail Business - Delhi**, with additional responsibility of Regional Head - North India, leading a team of **10** staff comprising of Customer, service centre, Reservation services, as well as the product development staff.

#### **Area of Responsibility:**

- Network with all Top / Key accounts, pan India
- Be a one-window / one-point-of-contact for all Top producers in the country
- Carry out effective client management and ensure seamless delivery of Cathay Product & Services, across India
- Prepare complete cost/revenue budgets and ensure quarterly reviews with Top accounts, country-wide
- Ensure market expansion by evaluating new growth avenues
- Lead a team of dedicated & motivated Reservation & Operations/ Customer service staff

#### **Key Result Areas:**

- Develop and retain a profitable customer base, pan India
- Maintain a close contact with the National subscribers and recommend the development of new product functionalities
- Control budget and ensure proper resource allocation
- Carry out a competitor and market share analysis and develop an action plan to counter challenges
- Meet and exceed revenue targets for ticket offices of North India.
- Strategise and implement the sales plan, and a sales process
- Ensure a motivated and productive reservation & Ticketing team.
- Continually strive to win new sales and service strategies to increase counter sales.
- Provide thought leadership to regions on the statistical data of their market share using MIDT
- Achieve Revenue Targets and develop Profitability Analysis statistics
- Overall staff management – all personnel matters, annual appraisals, salary reviews, recruitments, training & development needs

#### **❖ (September 1996 to Jul 2001 ... Swissair)**

I worked for Swissair, Delhi for approximately four years where I was fortunate enough to gain experience with Reservations, Loyalty program, Airport, as well as the Commercial Deptt.

*Thereafter, I worked for Swissair's Passenger Reservation & Ticketing where I was accountable for business from most large Travel Agencies, Travel Management Companies, Corporate Houses and Diplomatic Missions.*

❖ ***(November 1994 to August 1996 ... Modilufth)***

*I worked for Modilufth, Delhi for approximately two years where I was fortunate enough to gain experience with Yield Management, for the Commercial Deptt.*

*I worked for Modilufth as Flight Analyst where I was accountable for business from most large hubs like Delhi, Mumbai, Kolkata, Goa, Chennai etc.*

❖ ***Personal:***

- *I have travelled extensively and have visited USA, Switzerland, Hongkong, UAE, France, Italy, Belgium, Singapore, Germany, Nepal, Maldives etc.*
- *I am an avid golfer and enjoy music.*

*Reference : 1 ) Mr Partha Mukherjee*

*Designation : Director Legal GSK*

*Mobile : 9811075613*

*Reference : 2 ) Mr Sandeep Bahl*

*Designation : Program Director INDIA-US ACP*

*Mobile : 9717195197*

*Reference : Mr Ramen Roy*

*Designation : Retired Sales Manager Lufthansa*

*Mobile : 9899876577*

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*July, 15th Wednesday 2020*

*Abhijit Mukherjee*