

**Strategic Meetings & Events Professional with 11+ years Experience**

# **Sanjay Gandasi**

**General Manager – India, Meetings & Events**

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**Citizenship:** Indian

**Marital Status:** Married

**D.O.B:** 4<sup>th</sup> Dec 1982



Career experience of 11 years, 8+ years with the Strategic Meetings Management (SMM) world. Wide experience in meetings management, business development & account management. having successfully handled the projects in Asia Pacific, Australasia, Europe, Americas, Middle East & Southern Africa for leading organisations in IT, Pharmaceutical, Consulting, Manufacturing, BFSI, FMCG sectors.

Significant experience in planning, designing, execution of physical, virtual & hybrid events such as Congress events, VIP Visits, Roadshows, Promotions, Partner & Customer events, All hands, Onsite events, Offsite events etc

Diligent planner and a meticulous negotiator with ability to influence key stakeholders at all levels. Proficiency in handling Operations Administrative Functions, Team performance management. Over 8 years of exposure in client & supplier management, contract negotiation & delivery of events.

### ***Highlights of Expertise***

- |  |                                      |  |
|--|--------------------------------------|--|
| ❖ Strategic Meetings Management        | ❖ Strategic Sourcing & Procurement   | ❖ Client & Stakeholder Management          |
| ❖ Business Development & Profitability | ❖ RFP Management & Cost Optimisation | ❖ Customer Service & Retention             |
| ❖ P&L Management                       | ❖ Supplier Contract Negotiation      | ❖ Leadership & team performance management |
| ❖ Budgeting & Forecasting              | ❖ Supplier Relations & Management    | ❖ Change Management                        |
| ❖ Revenue Generation                   |                                      | ❖ Process Optimisation                     |

## Professional Profile

### General Manager – India

BCD M&E – [www.bcdme.com](http://www.bcdme.com)

July 2015 - Present

- ❖ A part of country's leadership council
- ❖ Responsible for P&L with regional leadership to ensure maximum profitability of business.
- ❖ Responsible for overall management of country operations, staffing and growth of business.
- ❖ Responsible for team management in the region and to develop new teams.
- ❖ Budgeting and forecasting
- ❖ Implementing new operational processes, tools and efficiencies.
- ❖ Own and manage relationships with client and suppliers.
- ❖ Contract Negotiation on both legal and business terms to drive risk mitigation.
- ❖ Strategic Sourcing and Procurement to drive cost optimisations and savings.
- ❖ Manage day-to-day industry relationships. Represent organisation in regional and global tradeshow.

### Operations Manager – Asia Pacific

BCD M&E – [www.bcdme.com](http://www.bcdme.com)

June 2012 to July 2015

- ❖ Managing a team based in various locations within APAC, providing training on processes and skill development.
- ❖ Implementing new operational processes, tools and efficiencies.
- ❖ To own and manage relationships with client and suppliers throughout the cycle of each program (event).
- ❖ Manage venue and supplier negotiations and contracting
- ❖ Sourcing of venues and suppliers and based on the program specifications.
- ❖ Financial management; budgets, payment schedules, reconciliation and invoicing, Program data management, reporting.
- ❖ Identify savings opportunities and negotiate with hotels and suppliers & tracking of spend and savings.
- ❖ Program communications
- ❖ Conduct and manage program debriefs and implement resulting decisions.
- ❖ Manage day-to-day industry relationships.

## *Professional Profile*

### Meeting Planner - India

American Express India Pvt Ltd – [www.americanexpress.com](http://www.americanexpress.com) Nov 2008 – June 2012

- ❖ Implementation and piloting of Strategic Meetings Management Program for a networking giant.
- ❖ Managing all physical, virtual & hybrid events such as Roadshows, Promotions, Partner & Customer events, All hands, Onsite events, Offsite events, designing of Food & Beverage functions.
- ❖ Negotiation & Contract with suppliers.
- ❖ Planning of end to end logistics and drive cost optimization
- ❖ Reporting & Analysis - Generation of various reports such as SLA, CSAT, WIR (Week in Review), QBR (Quarter Business Review), Expenses Trend Report and Business Ops Report etc on COGNOS with utmost accuracy.
- ❖ Developing and reviewing the SOP's of various areas within the department. Ex- Meeting Planner SOP, Web Developer SOP, SOP for Departmental Cross Charges etc.
- ❖ Implementation of Corporate Meeting Card (CMC) & developing the SOP's regarding the usage of CMC.
- ❖ Monitoring & guiding the Event planning, datelines, checklist, plan review, ops plan, reporting and execution of events.
- ❖ Monitoring and analyzing spend on Corporate Meeting Card..
- ❖ Own and manage relationships with client and suppliers.

## *Professional Profile*

### Senior Customer Support Executive

MPHASIS (MSOURCE) India Pvt Ltd – [www.mphasis.com](http://www.mphasis.com)

Jan 2005 – Oct 2008

- ❖ Worked as a senior customer support executive for a credit/charge card division based in Australia.
- ❖ Handled customer escalations and provided operational support.
- ❖ Handled customer escalations and provided operational support.
- ❖ Managed reconciliation of misallocated supplier payments.
- ❖ Managed challenges relating to EFTPOS terminal for suppliers in Australia.
- ❖ Analysis of daily, weekly and monthly reports.
- ❖ Handled Team Management as back up manager, ensuring KPI's are met and exceeded.
- ❖ Responsible for identifying training needs and providing training and quality monitoring.

## *Accomplishments*

- ❖ Working with BCD M&E, topped the global savings charts by achieving 41% savings in Q2 of 2014, and maintained yearly average of 28% savings.
- ❖ Working with BCD M&E, maintained Compliant contracts rate for Asia Pacific over 95% constantly, distant first among the other regions.
- ❖ Working with BCD M&E, maintained preferred supplier usage for Asia Pacific over 98% for both 2013 & 2014.
- ❖ Working with American Express, implemented processes to increase the spend on the Corporate Meeting card by 210%
- ❖ Working with American Express, implemented processes to increase the spend on the Corporate Meeting card by 210%
- ❖ Was invited to and attended ITB Asia 2015 in Singapore as the fully hosted buyer.
- ❖ Working with BCD M&E, was invited to and attended the “Global Meet” of BCD M&E Country Heads at Orlando, Florida – USA. Attended numerous supplier relationship sessions to understand the SMM market and growth in the United States. Attended familiarization visits to numerous hotels properties.
- ❖ Working with BCD M&E, successfully accomplished the hiring, implementation, onboarding and process training of staffs in Singapore and China. Supported the implementation of Australia by training the team.
- ❖ Working with American Express, successfully handled the accommodations of over 3000 participants coming from across the globe for “Cisco Networkers Bahrain – 2010” event single-handedly.
- ❖ Working with American Express, have successfully handled training and onboarding of the UK & APAC teams with SLA reporting.

## Publications

- ❖ Working with BCD M&E, wrote an article for **Serenity – MELTS – A Luxury Travel Magazine**, addressing the trends, growth prospectus and challenges of Travel and Meetings Industry in the Middle East region.

<http://www.meltshow.com/serenity/issue-9/index.html#/26>

## Academics

- ❖ **Master of Business Administration (Finance & Marketing) – Completion – Aug 2016**  
Karnataka State Open University, Bangalore, Karnataka, India
- ❖ **Bachelor of Commerce**  
Bangalore University, Karnataka, India
- ❖ **Pre- University (Statistics – Economics – Accounting – Business Studies)**  
APS College of Commerce, Bangalore, Karnataka, India
- ❖ **Diploma in Computerised Accounting – Keonics Institute, Bangalore, Karnataka, India**



## Accreditations

- ❖ Thorough knowledge on meetings management tools such as StarCite & Cvent
- ❖ Thorough knowledge on supplier sourcing tool such as Eved
- ❖ “Certified Green Meeting Specialist – American Express
- ❖ “TTT” - Train the Trainer – Mphasis
- ❖ “Floor Manager” of ERT – Emergency Rescue Team - Mphasis

## Linguistic Skills

<u>Language</u>	<u>Level</u>
❖ English	Proficient
❖ Hindi	Proficient
❖ Kannada	Proficient
❖ Telugu	Intermediate
❖ Tamil	Intermediate