**Manas Hembram**

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**Summary**

An experienced profit driven & result oriented Professional with extensive experience in areas of Account Management, Business Development, Revenue Management and Operation. Worked across E-commerce, Hospitality & Service industry. Working across multiple offices & geographies and starting new business vertical.

Excel in - Account Management & Acquiring New Business and possessing a positive attitude with excellent interpersonal and organizational skills.

**Professional Experience**

**Tripadvisor (Nov 2019 – present)**

**Highlights**

* 100% contract / product renewal with the assigned clients.
* 20% increase in revenue compared to 2019.
* Working with colleagues across multiple offices & geographies.

**Principal Account Manager-India Subcontinent**

* Grow revenue across full suite of TripAdvisor commercial products: Business Advantage, Sponsored Placement, Meta-Search Auction and Digital Advertising.
* Provide regular business updates to senior leaders, interacting on occasion with C-suite level executives internally.
* Identify optimization opportunities through data analysis to improve performance with measurable results for assigned clients.
* Collaborate with Principal Account Executive to identify and support new product pitches for the clients & owning the post-launch integration and new campaign optimization.
* Participate in Product discussions with Optimizers and Technical teams, conveying partner business cases.
* Organize and lead working sessions and Quarter Business Reviews with the assigned clients.
* Account Planning for the assigned clients.
* New client acquisition in the region.

**Booking.com (March 2012 – Nov 2019)**

**Highlights**

* Responsible for having the largest inventory of Alternate Accommodation in India.
* Forming the Alternate Accommodation department & Implementation of Guideline / SOP’s for MPP’s (Multi Property Partner) in India.
* Developed de-duplication tool along with the Product Team.
* Creation of Process Document for managing OYO Rooms.
* Responsible for growth in NEW PARTNERSHIP and REVENUE with strong focus on CUSTOMER SATISFACTION.
* Creation of Aggregator Playbook to be used for managing the PMC / Aggregator business in APAC.
* Opening of New Delhi office in 2013.
* Working with colleagues across multiple offices & geographies.
* TRAINER – Delivering New Hires Training at the Regional Office in Singapore.

**Booking Home Senior Account Manager**

Gurugram, Haryana

January 2018 – Nov 2019

* Managing a team of 3 across different offices.
* Identify tooling requirement for the segment and provide necessary feedback to the Product Team for development.
* Target setting in collaboration with the Regional Office.
* Represent the department to internal & external clients.
* Stakeholder management with timely updates and sharing best practice with other teams.
* Workflow analysis and process improvement recommendations.
* Ensure team performance as per agreed standards.
* Conducting performance evaluations and career development discussions with the team.

**Key Account Manager (Vacation Rental & Property Management Company)**

Gurugram, Haryana

October 2015 – December 2017

* Formulation & Implementation of Guideline / SOP for PMC / Aggregators in India.
* Identify companies to tie-up with Booking.com.
* Liaise with Internal & External stakeholders to have the correct product representation.
* Coordination with PMC’s HQ and Vacation Rental Companies to support increased availability and supply within India.
* Conduct QBR’s with PMC's and provide them with regular training and consultation to optimize performance.
* Address all internal and external partner queries and maintain effective communication network across all offices with regular updates.
* Organize and coordinate workshops / training for partner support.
* Taking care of Booking Home portfolio in India.

**Account Manager**

Mumbai, Maharashtra & Gurugram, Haryana

March 2012 – September 2015

* **Regions Handled:** Mumbai / Gujarat / J&K / Punjab / Uttar Pradesh / Uttarakhand / Himachal Pradesh / West Bengal / Orissa / Madhya Pradesh / Assam / Meghalaya / Bangladesh.
* Acquisition & Performance of partners in the assigned region.
* Support Booking.com BV’s-strategy for hotel availability and supply within the assigned region.
* Promote the Booking.com BV brand name and its online reservation services to hotels.
* Accompany and train hotels on how to use Booking.com’s extranet and rates & availability system. Advise on allotment, availability and supply.
* Performance review with Top performing Partners on a monthly & quarterly basis.
* **QBR with 2 chains assigned to me - Oberoi Hotels & Resorts and Accor (***prior to the formation of Chain Dept***.).**
* Work on a Revenue Target with the respective Partners.
* Organized Performance Workshop in the assigned region.
* Acquisition Expert for the India office initially when acquisition was the main focus.
* Pricing Expert for the Delhi office – Analyze & Address Pricing related issues.
* Market Analysis and implement what works well for a particular Market / Partner.

**Mahindra Holidays & Resorts India Limited (Mar 2009 – Feb 2012)**

**Business Development Manager**

Chennai, Tamil Nadu

* Responsible for meeting Sales Goals of Big Beach, Pondicherry.
* Sales & Marketing of MICE & Leisure product to the existing & new Corporate’s and Travel Agents.
* Identifying new business opportunities & revenue enhancement. Pursued long-term account strategy that maximized profits and assisted in cultivating long-term relationships with the appropriate decision makers.
* Understand the requirement of the individual Corporate and position our product accordingly.
* Maintaining PR with the various departments (HR, Administration, Marketing & Sales etc.) to maximize on business opportunities.
* Need based prioritization of client deliverables.
* Communicate and delegate client requirements to the Resorts for proper implementation.
* Ensure fast turnaround time with regards to client queries.
* Rate contracting with Travel Agents & Corporate’s depending on the business volumes.
* Organize Roadshow & PR activity related to the product to create awareness.
* Provide regular updates & suggestions to management about business opportunities, challenges & trends by way of monthly reports.
* Client handled: MNC / PSU / Corporates.
* Geographic Area Handled: Tamilnadu, Delhi & Kolkata.
* Take care of the Sales & Marketing function of Big Beach, Pondicherry across all regions.

**Radhakrishna Hospitality Services Pvt. Ltd (Dec 2006 – Mar 2009)**

**Manager-Sales**

Hyderabad, Telangana & Bengaluru, Karnataka

* Identify clients across Business sectors as per Ideal Client Profile for Food Service, IFM & Vending Solution.
* Presentation of our Services to the new prospective clients.
* Site survey whereby ascertaining the feasibility of the Business.
* Develop deep understanding of customer business needs, including how best to position solutions to expand market share and penetrate customer spend.
* Making of Profit and Loss statement of the site and getting necessary approvals.
* Qualify and develop sales opportunities, deliver winning proposals, and manage the complete sales process including contract negotiations and signing.
* Recruitment & training for newly acquired businesses.
* Co-ordinate with various departments for efficient and timely mobilization of newly signed businesses.
* Conduct formal business reviews with customers to update accounts on business, programs and initiatives.
* Monitor, analyze and report customer satisfaction.
* Monitor and analyze actual sales as against forecasted. Ensure budgets are being achieved.
* Identify non-compliance and ensure corrective measures to address same.
* Weekly CRM updation and reporting.
* Client handled: MNC / PSU / Indian Corporates.
* Geographic Area Handled: Karnataka & Kerala.

**Sterling Holiday Resort (Nov 2005 – Dec 2006)**

**Assistant Manager - Corporate Sales**

Chennai, Tamil Nadu

* Lead a team of three.
* Identify large corporate houses in Chennai with maximum potential.
* Sales & Marketing of MICE & Leisure product to the identified Corporate.
* Understand the requirement of the individual Corporate and position our product accordingly.
* Maintaining relationship with the various departments (HR, Administration, Marketing & Sales etc.) to maximize on business opportunities.
* Identify businesses for promotional activities.
* Sales of our product portfolio through various channels.
* Weekly reporting.

**Tirun Travel Marketing (Apr 2002 – Nov 2005)**

**Cruise Sales**

Hyderabad, Telangana & Chennai, Tamil Nadu

* Marketing and sales of Royal Caribbean Cruise, Celebrity Cruise, Silversea Cruise and Journeymart.com in Tamilnadu.
* Channel sales through the various Travel Agents, close Affinity groups (Lions Club, Rotary Club, and Round Table) and major Clubs.
* Sourcing out business from Corporate Houses for FIT and Incentive travel (Dealers and Employee). Being in constant touch with the Travel coordinator & Admin. Dept. in respective Corporate Houses.
* Sourcing out high-net value clients and selling them the idea of **CRUISING.**
* Device marketing plans & activities & also ensure their proper implementation.
* Training & familiarization of our products to the Travel Trade.
* Sign-up Hotels, Airlines, Travel Companies & Tour Operators on Journeymart.com
* Weekly reporting to Head Office.

**TRAINING : Great Eastern Hotel, Calcutta**

Completed 22 weeks Industrial Training from 03.05.1993 to 03.09.1993.

Underwent various on the job training programs that have enabled me to improve upon my skills in diverse situations.

**: Mercuri Goldman**

Training on Sales Effectiveness.

**:** **Lee Hecht Harrison India Ltd.**

Training on Time Management.

**PROJECTS UNDERTAKEN : Archaeopteryx, The missing link.**

Project undertaken to establish the feasibility and profitability of a Design House in Hyderabad.

**: Mads and Mads Impex Private Ltd.**

Freelancing for the above said company.

**: Centre for Monitoring Indian Economy (CMIE)**

Survey of SSI’s in Ghaziabad District, U.P.

**: Varanasi: The City of Lights**

Project undertaken to highlight the shortcomings of the city and finding a solution thereby to attract more tourists.

**ACADEMIC QUALIFICATION**

**PROFESSIONAL : Hotel Management from Institute of Hotel Management Catering Technology & Applied Nutrition, Kolkata (1992 – 1995)**

**EDUCATIONAL : 10+2 (AISSCE), Kendriya Vidyalaya, Mughalsarai,**

**(1991).**

**: 10th (AISSE), Oak Grove School, Jharipani, Mussoorie**

**(1989).**

**INTEREST :** Travelling, Reading Books, Playing T.T & Badminton.

**PERSONAL PROFILE : DOB 26** **July, Single**