Curriculum Vitae

#### *Abdul Wahab Siddiqui*

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**TOP TALENTED BUSINESS LEADER WITH A HUGE DRIVE FOR WINNING**

**Sales –Marketing –Leading chain Hotels &Hotel Apartments**

A Dynamic professional with 24+ Years experience with a sound understanding of modern management.  
In depth working knowledge in areas of Hotel Operations, Business Development,`Sales & Marketing functions, F&B management,Conferences & TradeExhibitions events.  
Talent and personality for leadership responsibilities and decision making.  
Possess strong leadership capabilities and ability to lead by example, combined with high commercial awareness which leads to achieving the target.   
Specialty in **Cluster** sales operations and management.  
Strong command over the **Corporate ,Mice& Leisure i.e. DMC/Tour Operator, Airlines, OTA & TMCs – Asia- USA ,UK- Europe- SEA GCC**travel segment (Local and International) of the hospitality business.  
Advanced communication skills, both oral and written, including the ability to synthesize large amounts of information, and to present ideas in a logical and concise format.  
Self-initiative, flexible attitude towards change and a very effective team player.  
Proficient in recruitment and maintaining staff output with a main objective to developing employees  
Strong computer knowledge.

Specialties Business Development-Revenue Management-B2B Sales- Luxury / High End Markets - Account Management - Market Segmentation - Sales Management, Brand Marketing,E-Marketing - StrategicMarketing– Digital Marketing -Revenue Analysis - Business Plans – Budgeting- Brand Loyalty - Strategic Planning - Reports / Action Plans - Constantly Developing & has built solid significant business in GCC /Europe/ Middle East & Sub Continental Market.

**Professional Experience**

**Cluster Director of Sales & Marketing**

**Grand Midwest Group of Hotels& Apartments**

**(sept 2012- Present)**

Over Looking the Sales& Marketing Function for:

Grand Midwest Reve Hotel Apartment -(Tecom)

Grand Midwest View Hotel Apartment – (Al-Barsha)

Grand Midwest Tower Hotel ( Sheikh Zayed Road)

Grand Midwest Hotel (BurDubai)

• Responsible for implementing Sales and Marketing plan,Budgeting/P&L, revenue forecasting, advertising, marketing, developing and writing business plans.

• Proactively managed and implemented the annual hotel marketing and PR plan to include media relations, social media, internal communications, eCommerce, brand recognition and loyalty marketing within budget guidelines & Developed an account portfolio of MEA based wholesalers, travel Agents , destination management,Airlines crew and Corporate Companies.

•Overseeing facility operations—including revenue management, negotiations, refurbishments / upgrades, budget administration, and staff recruitment and development—to optimize hotel performance for properties of up to 250 Keys.

•Increased sales revenue by 26% (2017) vs 17% (2016)

•Created and executed sales plans to new hotel properties.

•Increased revenue consistently on all sailings with average of 60%.

•Integrated and adapted facilities for multiple types of events.

•Sucessfully Leading Pre-opening hotels & expansion [2] • Re-branding taskforce [2] • CRS interface/migration taskforce .•Representing Hotel Brand Across major trade road shows & key geo-sales missions around the globe.

•Led team to year over year sales increases with continuous training and improved marketing methods.

•Developed annual marketing plan and assisted in creating the operational budget.

•Exceeded budgeted revenue, occupancy, and ADR consistently over 3 years tenure

•Research competitors’ sales team strategies to identify ways to grow occupancy and RevPar and increase market share.  
•Serve as the properties’ sales liaison with the Regional Sales Team, Revenue Management, Regional Marketing & Communication and other hotel departments as appropriate.  
•Participate in sales calls with members of the Sales and Marketing team to acquire new business andclose on business deals.  
• Execute and supports hotels Brands’ Standards.  
• Maintain successful performance by increasing revenues and controlling expenses.   
• Develop strong community and public relations by maintaining property participation in local, regional and national tradeshows, exhibitions and clients’ events.

**Cluster Director of Sales & Marketing**

Royal International Group of Hotels

March 2010 – August 2012 (Dubai)

Overlooking the Sales& Marketing Functions for:

Elite Classic Hotel Apartment (Al QUASIS)

Richmond Hotel (Bur Dubai)

Dubai Palm Hotel (Bur Dubai)

• Lead and supervised the sales team, oversee the day – to – day sales& marketing activities, implement action plans to accomplish goals & targets.

•Developed annual marketing plan and assisted in creating the operational budget  
• Responsible for achieving the departmental targets of own self and all subordinate team members.  
• Responsible for contracting the International Tour Operators & the local Destination Management Companies   
• Involved in the annual sales department budget pertaining to the leisure segment and execute the sales programs & activities within it.  
• Represented the hotels in the international trade shows and exhibitions (Australia, Europe, Asia, CIS & GCC)  
• Developing new accounts in different markets & getting brochure opportunities for all the hotels.  
• Reviewed and analyzed the market and competition changes then implement proactive action plans to meet the set goals within these changes in cooperation with the revenue team and the general managers meet the set goals within these changes in cooperation with the revenue team and the general managers.

**Assistant** [**Director of Sales**](https://www.linkedin.com/vsearch/p?title=Asst%2E+Director+of+Sales+Travel+Trade+-+UAE+Hotels&trk=prof-exp-title)**& Marketing**

Grand Midwest Hotel Apartment (Bur Dubai)

June 2006 - Feb2010 (Dubai)

Job Responsibilities:

•Developed Sales Plans & set targets to ensure sales team meets company sales objective.

•Providing day to day leadership to sales associates to achieve property sales objectives with overall responsibility for achieving booking goals and property revenues

•Assist DOSM in the development and implementation of annual marketing and sales plans for a specific region.

• Actively involved in the preparation of the marketing plan as requested by DOSM  
• Responsible for setting the Travel Trade yearly contracted rates for each hotel.  
• Contracting the local Destination Management Companies & the International Tour Operators for the existing Hotels & the new openings.   
• Actively involved in setting the Sales & Marketing, Business Plan for the operating Hotels & the new openings.   
• Represent the company in the international trade shows and exhibitions (Europe, Asia& GCC)

**Cluster Sales Manager**

Feb2002 – May 2006

Ramee group of Hotels (Dubai)

Regent Palace hotel

Regal Plaza Hotel

Ramee Guest Line Hotel

Job Responsibilities:

•Generate and maintain **majortour Operators and DMC’s** through various sales activities (face to facesales calls, telephone calls, entertainment, Fam trips, sight inspections)

• Grew European Tour Operator, **Local DMC**, and GCC Travel Agents business.

• Achieve booking goals by prospecting clients in the local**Corporate** Hotel market.  
• Identify, research and develop new **Corporate clients** in local market from smaller companies (based on annual revenue and staff) as potential clients for negotiated rate contracts.

• Follow up and resolve any Corporate Sales client complaints with operational departments.  
• Actively involved in setting the Company Sales Procedures & ensure the implementation by the **sales**team.  
• Represent the company in the GCC & International trade shows and exhibitions.  
• Assisting in developing new Markets & generate leads for all the hotels.  
• Accomplished a 22% higher **ARR** than competitors.  
• Collected and presented business intelligence to senior management which delineated market penetration potential and facilitated integration of marketing strategy.

**Sales Manager**

Dubai Grand hotel

Mar 2001 - Jan 2002

Job Responsibilities:

•Solicit &Developed new business from identified market segments and sources of business.   
•Attended trade shows promotions, in general to keep a high profile in the market place.  
•Assisted DOS inmonitoring the activities of the competitor hotels.  
•To provide the DOS with recommendations for advertising campaigns based on market feedback.  
•Assist in thedevelopment of ideas and increase sales and productivity throughout the hotel.  
•Handle incoming enquiries and ensure that these are followed up.  
•Carry out and develop the sales strategy for all the respective markets.  
•Assisted DOSM in the training of the employees ensuring that they have the necessaryskills to perform their duties with the maximum efficiency.

**Marriot Hotel Karachi**

#### [Guest Services Officer](https://www.linkedin.com/vsearch/p?title=MICE%2FConventions+Sales+Manager&trk=prof-exp-title" \o "Find others with this title)

[July 1999 – March 2000](https://www.linkedin.com/vsearch/p?title=MICE%2FConventions+Sales+Manager&trk=prof-exp-title" \o "Find others with this title)

**[Assistant Club Manager](https://www.linkedin.com/vsearch/p?title=MICE%2FConventions+Sales+Manager&trk=prof-exp-title" \o "Find others with this title)**

Apr 2000 –Dec 2000

Job Responsibilities:

* Monitoring monthly Food and beverage cost and Profit and Loss expenses for Club.
* Managing the day to day operations and staffing levels in conjunction with the Club Team Leaders.
* Ensuring adequate staff coverage that meets the demand in the hotel.
* Conduct and attend daily briefings and share any information/interests.
* Training, guiding, coaching and developing Guest Services Executive to handle day-to-day duties/tasks more efficiently.
* Liaising closely with Rooms Division Manager and Assistant Front Office Manager on any special events.
* Attending to any VIPs complaints or comments/feedback.
* Ensuring to upholding a high level of safety precaution -FLHSS and HACCP at all times.
* Maintaining an active presence in the Club lounge and Front Desk.
* Attend daily and weekly internal department or related meetings/briefings.
* Chairing Guest Services Executive in Club meetings to enhance the level of service and resolve work issues.

**Guest Services Executive**

**Karachi Sheraton Hotel**

Aug1994 – Jun 1999

Job Responsibilities:

* Welcoming and fulfilling the check-in process for Guests and group arrivals.
* Completing the check-out process for departing guests using the hotel systems.
* Managing, effectively and efficiently, Guest requests, inquiries, and complaints.
* Maintaining current knowledge of hotel products, services, pricing and special promotional offers, as well as daily VIP and special events.
* Maximizing sales revenues through up-selling and marketing programs.
* Performing general incoming communication duties, including taking reservations via telephone and electronic registration systems.

**Education** : **Bachelors of Commerce ( University Degree)**

**High School Diploma in Commerce**

**Sheraton Guest Satisfaction System (Certification)**

* Statistics Financial Accounting
* Principals Management
* Business Communication
* Specialized inE/Direct Marketing

**Hard Skills**: MS Office

Opera (PMS)

Sales Force (CRM)

Fidelio

Delphi

**Soft Skills:**  Presentation Skills

Financial Planning & Budgeting

Business Intelligence

Artistic & Creative

Emphasizing Excellence

Negotiation

Prospecting Skills

**Foreign Languages** : English (Fluently)

Arabic (Basic)

Urdu/Hindi (Native)

**Visa Status** : Employment Residence Dubai, U.A.E

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**Driving license**

:Valid U.A.E Driving License

**Nationality** : Pakistani

**Date of birth** :23rd April 1969

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