

# AKHIL KULKARNI

## MANAGEMENT PROFESSIONAL

**Sales & Marketing ~ Business Development ~ Key Account Management**

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### Profile Summary

- A competent professional having Business Management background with nearly 9 years' widespread experience & knowledge across multiple business sectors in Strategic Planning & Implementation, Sales & Marketing, New Business Development & Key Account Management. Significant experience in the hospitality industry at the Unit/Regional/Global markets, demonstrate analytical & strategic approach in achieving revenue success, enhance brand awareness through deeper penetration, & wider market reach.
- Expertise in analyzing demand, proficient in preparation of business plans, competitors profile & monitoring operations at regular intervals targeting profitability. Through a combination of creativity, initiative, detailed oriented & strong leadership, contributed to significant revenue growth for some of the world's leading luxury hotel brands.

### Key Skills & Competencies

- Strategy Planning & Execution, Sales & Marketing, Key account management, New Business Development, Revenue growth, Strategic Alliances & Partnerships, Team Building & Leadership.
- Delphi / Salesforce accounts management system, Opera, Cevent / Starcite RFP tools, Nexus Global RFP management system and Internet Applications.
- Training up new staff members in hotel sales techniques.
- Fluency in multiple languages (English, Hindi, Marathi, Konkani & Kannada).

### Academic Qualification

- Post Graduate Diploma in Business Management, Ramaiah University, Bangalore, India.  
2007-2009
- B.E. (Hons) - Goa University, India.  
2002-2006

### Work Experience

**Jumeirah Hotels & Resorts** (Represented by Blue Square Consultants) – **Mumbai, India.**  
**Global Account Manager – West India (GSO Office)**  
April 17-Sept 17

**JUMEIRAH™** Hotels & Resorts is a Dubai based International Luxury Hotel chain and part of Dubai Holding. The company currently operates 20 hotels in 8 countries & is represented by Blue Square Consultants for handling their Sales & Marketing in India. Reporting to the Global Sales Director, I managed the West region of India as Key market.

## **Job Responsibilities:**

- Solicit new & existing corporate accounts to achieve the revenue goals.
- Establishes Sales objectives by creating sales plan & strategies in support of the company objectives.
- Assist & support hotel property sales staffs in their selling efforts within the region by organizing sales meetings, sales missions, client appreciation events & other promotions.
- Proactively being involved in tradeshows to network, generate new leads & drive business.
- Maintain Knowledge of the market trend, customer travel preferences, competition tactics & sales activities and gain feedback & insights from corporations strategic.
- Establish & maintain positive relationship with the airlines, DMC's, NTO's and actively seek opportunities for business promotions to the trade & consumers.

## **Significant Achievements:**

- Closed Glenmark Pharmaceutical group of approx 2000 pax at Madinat Jumeirah Hotel, Dubai in September 2017, and generating revenue of approx USD 150000.
- Signed new wholesale contracts for Cluster Jumeirah Hotels at Dubai, Maldives & London.
- Arranged Cluster Jumeirah Hotels roadshow in Mumbai.

## **Shangri-La Hotels & Resorts (GSO Office) - Bangalore, India. Business Consultant (South India)- International Outbound Sales**

Jun'13 – Mar'17

**Shangri-La Hotels and Resorts** is a Hong Kong based multinational hospitality company. The company has over 95 hotels and resorts in Asia, Europe, the Middle East, North America and Australia.

Reporting to the Director of Business Development-India, I was responsible for the regional sales function covering South Indian region for all outbound business for the benefit of SLI and related brands, to ensure we are maximizing sales revenue, market share and brand awareness across all target market segments.

## **Job Responsibilities:**

- Arranging regular sales visit to the key South Indian cities for all the major accounts in the 3 main market areas – tour operators, incentive & conferences & corporate, promoting all Shangri-La International properties.
- Participate in assigned trade shows and sales missions to develop new opportunities to enhance brand presence and maximize hotels revenues.
- Develop strategic relationships with executives of top accounts of assigned Hotels.
- Assist hotels to develop strategic account plans for key accounts.
- Rendering support to:
  - Director of Business Development, India with any client related activities & promotions and exploring new prospects within the 3 main market segments.
  - Representatives of the individual hotels, who have scheduled business trips to these areas.
  - Director of Business Development, India to prepare the annual business plan, quarterly & annually team productivity reports and budget for the area under purview.
  - Hotels in planning & programming of promotional activities within these areas.

## **Significant Accomplishments:**

- Contributed in attaining:
  - An yearly growth in the revenue ranging approx. 6%-9% from 2013-17 and efficiently managed various clients like ABB, Cisco, Honeywell Toyota Motors, Epson Technologies, Biocon, Infosys, Wipro, Titan Industries etc.
  - Developed Strategic and operational sales plans which resulted in approx 10-12% increase in overall sales annually by room nights.
  - Developed & amplified the customer base by almost 50-60% annually through maintaining effective relationships, addition of new accounts on quarterly basis, conducting city specific sales blitz.
  - Arranged 7 overseas FAM trips (Corporate/MICE/Leisure) to Singapore, Dubai, Abu Dhabi, Maldives, Colombo, Bangkok covering clients from the South Indian markets.
  - Participation in the trade shows with various Tourism Boards viz Singapore, Malaysian, Thailand, Dubai, Fiji, Abu Dhabi, Philippines etc.

**Royal Orchid Hotels Ltd., Bangalore, India**  
**Assistant Manager – Regional Sales**  
Jan'12 – Jun'13

**Royal Orchid Hotels** is one of the fastest growing leading Business hotels & Resorts in India with 46 hotels across 33 cities. Reporting to the Director – Sales, I was primarily responsible for the Regional Outbound business to all the hotels in India.

**Job Responsibilities:**

- Managed sales for outbound through corporate, travel agencies and other institutions along with group queries and sales blitz to expand the business.
- Interacted with travel agencies and supported RSO and in-house reservations to meet their requirements.
- Supervised productivity of signed corporate and renewal of contract based on previous productivity trend.
- Formulated & evaluated the MIS reports for meeting the budget and identified several marketing needs in various metros and leisure destinations.

**Significant Accomplishments:**

- Played a key role in achieving total sales target of 1.1 Cr at Royal Orchid Hotels Ltd. for the financial year 2012-13, exceeding target by 15%.
- Successfully closed events for corporate viz Ultratech Cements, Indian Motor Sports Corporation, Eicher Motors etc.
- Increased the corporate/travel trade client base significantly by 20-30% on monthly basis.

**Roots Corporation Ltd. (Ginger Hotels-Mysore, India) - a TATA Enterprise**  
**Sales Executive**  
Apr'11 – Dec'11

**Ginger Hotels** is an Indian hotel chain, established by Roots Corporation Limited and subsidiary of The Indian Hotels Company Limited (Taj Hotels & Resorts). Reporting to the Regional Sales Manager, I was responsible for handling the Sales Dept at the Ginger Hotel at the Mysore City, India.

**Job Responsibilities:**

- Explored new business opportunities, set strategies to generate the revenue and collections.
- Cemented relationship with customers, gathered customer inputs to define next generation product roadmaps, collect competitive market information for pricing guideline.
- Interfaced with local and HQ marketing teams to perform product marketing related functions.

**Significant Accomplishment:**

- Met the Budgeted occupancy for the YTD 2011 at an average increase of 8% at Ginger Hotels.

## Previous Experience

**Thomson Reuters India Pvt. Ltd., Bangalore.**  
**Content Analyst**  
Jun'10 – Mar'11

**Provident Housing Ltd. (Real Estate), Bangalore.**  
**Sales Executive**  
May'09 – May'10

**Provident Housing Ltd**, a 100% subsidiary of Puravankara Group, operating in the premium affordable housing segment & is listed among the real estate majors across India. Reporting to the General Manager Sales, I was responsible for the residential unit sales across India.

## Personal Details

- Interests: Cooking, Travelling & Spirituality.
- Permanent Address: Porvorim, Goa, India – 40350.