

Siraj Hassan  
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### **Objective:**

To work with a uniquely successful company, in a position that will allow me to use the skills that I acquired within my past experiences and develop new ones in an ever challenging environment.

### **KEY SKILLS & EXPERTISE**

- Over 17 years of working experience within the hospitality industry in Sales & Marketing, Pre Opening and Operations
- Excellent in identifying potential business within the local & GCC market and pursuing the business
- Excellent in maintaining relations with guests and companies
- Ability to communicate company goals & objective and inspire sales team to achieve target

### **EXPERIENCE**

**As a Director of Sales my core responsibility is to;**

Direct Sales team, Develop strategies that result in revenues and profits for the hotel and outstanding quality service for the guests

- ✓ Responsible for entire business development function, in sales & marketing and front office department
- ✓ Planning & organizing the sales department
- ✓ Responsible for creating special packages for different market segment, i.e. Corporate, Government & Travel agents
- ✓ Develop rates, group ceilings and deployment strategies through review of competitive data.
- ✓ Rate Structuring and Revenue management
- ✓ Responsible for key clientele accounts in Bahrain & GCC
- ✓ Responsible for hiring and training sales team members
- ✓ Motivate and give clear direction to the sales team Pre-opening and opening operations
- ✓ Ensuring proper documents and follow-ups for the future business
- ✓ Attending exhibitions, trade fairs, road shows to promote the hotel
- ✓ Designing Flyers, Sales Collaterals, Rooms and F&B Promotions
- ✓ Direct and assisting front office operations
- ✓ Working along with the sales team in creating new ideas to increase sales
- ✓ Generate Sales leads to create new database from different sources
- ✓ Ensuring hotel competition survey is been conducted on a daily basis by the sales team to increase clientele database
- ✓ Conduct promotional activities aimed at enhancing product awareness

**CHRONOLOGY OF  
WORK  
EXPERIENCE**

**September 2016 – Up to date  
Saycon Event Management & Consultant  
Director of Sales & Marketing**

**November 2015 – August 2016  
Al Bander Hotel & Resort  
Director of Sales & Marketing**

**July 2015 – October 2015  
Gulf Court Manama & Asdal Gulf (Managed by Gulf Hotels Group)  
Cluster Director of Sales & Marketing**

**March 2013 – May 2015  
Al Areen Palace & Spa & Lost Paradise of Delmon- Bahrain  
Director of Sales & Marketing**

**Feb 2011 – Feb 2013  
NOVOTEL Al Dana – Bahrain  
Director of Sales**

**July 2009 – January 2011  
Monroe Hotel – Bahrain  
Director of Sales & Marketing  
Pre-opening and opening operations**

**August 2008 – June 2009  
Diplomat Radisson SAS Hotel – Bahrain  
Assistant Director of Sales**

**March 2007 July 2008  
DHL Express – Bahrain  
Territory Manager**

**June 2003- January 2007  
Novotel Al Dana Resort Hotel – Bahrain  
Asst. Director of Sales  
Pre-opening and opening operations**

**January 2000 – May 2003  
Crowne Plaza Hotel – Bahrain  
Sales Manager**

**KEY CLIENTS:**

- ✓ Abbott Diagnostics - KSA
- ✓ ALBA / Bahrain Defense Force / BAPCO / Bahrain International Circuit
- ✓ Banking Sector. i.e. Arab Bank, ABC, BBK, BNP Paribas, Citi Bank
- ✓ DHL International / DHL Aviation
- ✓ Pharmaceutical Companies / Ministries / US Navy / US Embassy
- ✓ Saudi Aramco / SABIC / Schlumberger (Bahrain & KSA) BAE System

**EDUCATION:**

**1993 – 1996 University of Bombay**  
Bachelor of Business Administration

**TRAINING AND DEVELOPMENT:**

- ✓ Leadership
- ✓ Selling techniques
- ✓ Management in the hospitality industry
- ✓ Time management
- ✓ Sales Excellence
- ✓ Customer Focus Selling Skills

**PERSONAL PROFILE:**

Nationality - Indian  
Languages - English, Hindi & Arabic  
Marital Status - Married  
Present Address - Manama – Bahrain  
Tel - +973 33770171 / +973 36261800  
Email - sirajhassan@hotmail.com

**REFERENCES**

Ex General Manager Mr. Philippe Montaubin – Novotel Al Dana Resort  
At present– General Manager – Novotel Barsha - Dubai  
Contact – Mobile. +9715 06569127 / philippe.montaubin@accor.com

Ex. General Manager - Mr. Hani Constantine  
Contact Mob: +973 36622822 / hanibiz@yahoo.com

Mr. Mohammed Abbas – HR Manager – Novotel Al Dana Resort  
Mob. +973 33946640 / h3600-hr@accor.com

CEO – Dr. Eissa Faqi - Al Areen Palace & Spa  
Mob. +973 36000072 – efaqih@exceedhospitality.com

Ex General Manager – Mr. Hameed Alawi Gulf Court Manama – GHG  
At present – Deputy General Manager – Gulf Hotel Bahrain  
Contact – +973 66966330 / hameed.al@gulphotelbahrain.com

Mr. Ahmed Mukthar - Asst General Manager - Al Bander Resort  
Contact – Mob. +973 39660429

Mr. Hosam Al Sayyed – General Manager – Sycon Event Management  
Contact – Mob. +973 33033777 / hosam.alsayyed@gmail.com