

**Mohammad Riyaz Sheik**

**Doha,Qatar**

**Mobile: +97466705996**

**E-mail: mohdriyaz06@gmail.com**

***Experience, Leadership, Vision***

**Senior Management Professional with 16 years of progressive experience in Hotel industry in UAE.** Expertise in General Management, Hotel Operations, Business Development, Revenue Management, Food & Beverage Management, Sales & Marketing, Handling Key Customer Accounts, Dealing with High Net Worth Corporate Clients, Unique & Memorable Guest services & Cost Management. Capable to handle various markets with respect to leisure business from being exposed in both corporate and travel segments. A dedicated team leader, who possess analytical, problem solving, decision making, team building, negotiation, coordination, business management, organizational and supervision skills.

**Specialties: Operations and Sales and Marketing Pre-Opening & Post-Opening Hotel & Hotel Apartments**

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| **Achievements** | * Successfully Participated in various Travel and Trade Shows WTM LONDON,SATTE,OTM,TTF IN India, Moscow etc * Specialist in penetrating CIS, Indian and Chinese Market. * Achieved Certificate of Excellence Awardfrom Trip advisor * Achieved Travelers Choice Hotel Awardfrom Trip advisor * Achieved Certificate of Excellence from Booking.com * Achieved Certificate of Excellence from Hotels.com * Recognition received for bringing Safi Airways crew. 34 rooms for 3 years contract in 2007. |

***Educational Qualifications***

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| **Year** | **Degree/ College** |
| **BHM (2003)** | Course: **Bachelor’s Degree in Hotel Management from Mangalore University.(4years course)** |
| **PUC (1999)** | Course: **Pre-University Course**  **Karnataka Board of Pre University Education.** |

***Work Experience***

**Al Khoory Hotel Dubai 2017 March 2019. (Pre-Opening)**

**Hotel Manager**

Job Responsibilities include:

* Prepared the hotel for opening.
* Prepare and approve budgets, strategies, plans and setting targets
* Develop benchmark for Room rates and F&B Menu planning in line with Sales, Finance Controller and Executive Chef.
* Work with Financial Controller to produce annual finance budget and targets
* Review and analyse expenditure, financial and operation reports, to identify and determine areas to improve profitability, productivity and guest satisfaction.
* Meet regularly with department heads to keep informed, offer direction, plan and coordinate in

Carrying out job responsibilities and meeting performance goals.

* Attending and contributing to the monthly sales strategy meeting
* Recommends monthly room nights target goals for sales team members.
* Participates in sales calls with members of sales team to acquire new business and/or close on business.
* Utilize company profile database to determine geographic areas for travel agent calls while maintaining top and existing travel agent accounts
* Assists with the development and implementation of promotions, both internal and external.
* Creating a focus on attracting new business
* Provide a proactive role in meeting and maintaining guest relations.
* Direct investigations into causes of customer complaints and corrective action to prevent recurrence.
* Allocate funds to departments and approve expenditures based on budgetary guidelines.
* Recommend capital expenditures for acquisition of new equipment to increase efficiency and services.
* Approve requisitions for equipment, materials, and supplies within limits of the budget.
* Act as representative before government commissions or regulatory bodies during the review of policies or procedures.
* Staff planning and hiring procedures in accordance to the internally released manning guides and salary scales.
* Cleanliness and maintenance of the hotel assets.
* Prepare and submit reports to the Corporate Office

**Orchid Vue Hotel Bur Dubai, U.A.E.**

Director of sales and Marketing Orchid APRIL 2016- till June 2017

* Plan the accommodation, catering along with other hotel services.
* Assume authority for the hotel in the absence of the General Manager and serve as General Manager for all operations within the hotel.
* Ensure that every department head is aware of operational goals and hence is made aware of the necessary tools.
* Manage budgets as well as financial plans.
* Maintain statistical-financial records.
* Recruit and monitor relevant staff for their specific operations.
* Address customer problems as well as troubleshoot.
* Ensure events and conferences run without interruption.
* Deal with the contractors and suppliers.
* Communicate to appropriate departments all pertinent information requirements and special needs for arriving VIP guests, large groups and other key guests.
* Schedule conventions and/or business group activities at the hotel and coordinate with other departments to facilitate services agreed upon.
* Educate, train, and motivate sales and marketing team to achieve hotel revenue goals. Ensure the team has the information, market data, tools and equipment to successfully carry out job duties

**Cluster Director of Sales and Marketing, Rain Tree Group of Hotels (4star) Dubai**

**August 2014 - March 2016(239keys) (pre-opening)**

* Plan Hotel Room sales, catering sales.
* HOD for Sales and Marketing Dept.
* Ensure that every Staff in Sales Team is aware of Sales goals and hence is made aware of the necessary tools.
* Manage budgets as well as financial plans.
* Maintain statistical-financial records.
* Recruit and monitor relevant Sales staffs
* Address Market problems as well as troubleshoot.
* Ensure events and conferences run without interruption.
* Deal with the Main Accounts.
* Communicate to appropriate departments all pertinent information requirements and special needs for arriving VIP guests, large groups and other key guests.
* Schedule conventions and/or business group activities at the hotel and coordinate with other departments to facilitate services agreed upon.
* Educate, train, and motivate sales and marketing team to achieve hotel revenue goals. Ensure the team has the information, market data, tools and equipment to successfully carry out job duties

**Operations Manager, Icon Hotel Apartments Deira, Dubai**

**December 2011- June 2014. (Re-Branding and Renovation)**

## Job Responsibilities include:

* Succeeded to Re-brand the hotel with New Name.
* Succeeded to Renovate the hotel in the right time frame provided by the owner
* Succeeded to do the complete setup of the hotel for opening.
* Prepared all required Service SOPs and Policies & Procedures.
* Negotiated prices with all vendors and make sure to get the best quality with best price
* Directly Deals with all government authorities related to hotel Renovations and Rebrand and thereon
* Develop benchmark for Room rates and F&B Menu planning in line with Sales, Finance Controller and Executive Chef
* Work with Financial Controller to produce annual finance budget and targets
* Successfully increased revenues by 20% every year by focusing mainly on service standards.
* Attending and contributing to the monthly sales strategy meeting
* Recommends monthly room nights target goals for sales team members.
* Participates in sales calls with members of sales team to acquire new business and/or close on business.
* Utilize company profile database to determine geographic areas for travel agent calls while maintaining top and existing travel agent accounts
* Assists with the development and implementation of promotions, both internal and external.
* Creating a focus on attracting new business
* Food and beverage consistently maintained to standards and quality, innovativeness, service and presentation and lowered food cost.
* Conduct Food and Beverage promotions every month.
* Introduced Take-Away for Food & Beverage and succeeded to add a good margin to the revenue
* Increased productivity by decreasing employee turn-over by more than 50%
* Improved highly guest satisfaction scores
* Meet and spend value time with most of the guest and send direct mails to all Guests
* Negotiate contracts and prices with vendors every year and reduce expenses without affecting the quality
* Efficient operations and cost control of all hotel departments and facilities
* Always achieved Revenue targets.
* Rooms and public area consistently maintained to standards and attractiveness, comfort and cleanliness.
* Energy consumption was monitored and minimized by implementing LED lights to the whole hotel and using water saving pipes.
* Ensure adherence to relevant legislation relating to: fire, hygiene, employment, licensing etc.
* Ensure to achieve best utilization and planning of staff resources, ensuring productivity and positive climate of staff relations
* Aware of hotel position compared to local competition and ensure that plans are developed to maintain or improve that position as necessary and to maximize hotel sales
* Represent the hotel and company in a positive manner to guests, colleagues **Fortune Group of Hotels in Dubai**

Sales and Marketing Manager (pre-opening)

April 2010 - November 2011.

* Participates in sales calls with members of sales team to acquire new business and/or close on business.
* Executes and supports the operational aspects of business booked (e.g., generating proposal, writing contract, customer correspondence)
* Works collaboratively with off-property sales channels to ensure sales efforts are coordinated, complementary and not duplicative.
* Develops relationships within community to strengthen and expand customer base for sales opportunities
* Sets a positive example for guest relations.
* Interacts with guests to obtain feedback on product quality and service levels.
* Attended Various Travel And Trade Shows to Promote Hotel and Its Services.

Symphony Hotel Apartments Dubai

Front Office Manager (Pre-Opening team) **Promoted as Sales Manager.**

April 2007 - March 2010.

## Job Responsibilities include:

* Monitor Front Office personnel to ensure guests receive prompt attention and personal recognition.
* Manage the Front Office team to ensure optimum Occupancy and REVPAR in order to maximize revenue.
* Ensure priority members, known repeat guests and other VIPs receive appropriate levels of attention and recognition, assisting with meet and greet and supervising room allocation where necessary.
* Work in partnership with Sales & Housekeeping Departments to ensure guest's needs are determined and met in regard to room requirements.
* Oversee work schedule for sectional managers & colleagues ensuring adequate coverage in line with projected occupancy and guest movement at all times
* Setting up rate structures and be part of yearly budget
* Prepares and analyses daily, weekly and monthly reports as per company standards
* Monitors competitive environment including pricing and strategies of competition as well as external variables such as special events
* Ensures that rate parity is maintained across all distribution channels thus allowing maximum flexibility to capture all market buying patterns
* Monitors and analyses room’s inventory utilizing Revenue Management systems and structure to maximize occupancies and increase revenue including, but not limited to, monitoring room group blocks, demand levels and plan restriction.

Mövenpick Hotel & Apartments Bur Dubai

Senior Guest Service Agent

July 2004 – Feb 2007

* Maintaining accurate account balances for hotel guests and collect payment from guests which include Room Charges, Overseas and Local Telephone Calls, Meals and Laundry.
* Transact Foreign Exchange, For Example, Converting foreign currencies and Travelers Cheques into Local Currency.
* Maintain safe deposit lockers
* Gives a warm welcome to our guests upon arrival
* Takes payments from our guests upon departure and closes their bills correctly
* Maintains the privacy of our guests and ensures that no guest details are disclosed
* Completes check-in and check-out procedures as per the hotel standards
* Interacts with guests in the lobby, directing them to their destinations and assisting them as best as possible.

Hotel Regent Palace (Ramee group of hotels,)

Front Office Junior Supervisor

Jan 2004 - June 2004

* All relevant guest account information is checked and prepared prior to guest’s departure
* Procedures relating to groups and guest payments is adhered to- accounts and credit limits checked
* Queries and complaints are resolved quickly
* Exchange rates correctly calculated
* Maintain accurate data for Frequent Guests
* Process administration related to Frequent Guest enrolments as per Frequent Guest procedures and standards
* Guest Satisfaction Tracking System feedback is auctioned
* Front Office reports and records completed according to agreed formats and deadlines
* Note Requests for Wake-Up Calls, Transport Arrangements and other General Enquiries.

**Front Office Junior Supervisor**

Hotel Chancery, Bangalore

July 2003 – Dec 2003

***Personal Information***

* + During graduation, have undergone for more than 300 outdoor catering functions and was also the captain for the outdoor catering during my final year.
  + During Graduation, have worked in the college bar as Assistant Banquet Manager and also was a member of the College food festival.
  + Visited Many Travel and Trade Shows WTM LONDON, SATTE, OTM,TTF IN India, Moscow etc.

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| **Hotel Software Knowledge** | **FIDELIO, OPERA , H M S, Hotel Links, PROLOGIC, FORTUNE IDS** |
| **Trainings** | * Train the trainer * The Fidelio training Program. * Handling Complaints * Telephone techniques * Fire training and fire drills. * Guest satisfaction tracking system. * Up Selling Techniques. |

***Personal Information***

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| Date of Birth & Age | 28/05/1979 | |
| Nationality | Indian | |
| Languages known | Script and speak: English,Hindi,Kannada,Urdu  Manage :Arabic,Malayalam,Tamil | |
| Driving License | **Valid UAE Light Vehicle License** | |
| Hobbies | Sports, Music, Travel | |
| Reference | Mr.Irshad  General Manager  Golden Tulip Al Barsha, Dubai UAE  Email:gm@goldentulipalbarsha.com | Mr.Hirosh  Property Manager  Al Shareef Enterprises, Doha Qatar  Email:hirosh\_a@yahoo.co.in |