

# SUBIN JOSEPH



02/04/1988

Indian

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## PROFILE

A highly self motivated ,post graduate in MBA from Mahatma Gandhi University and graduate in Bachelor of Hotel Management from Bangalore University.

A performance driven professional with proven experience in working with world-class hospitality and property management. Moreover holds extensive experience cultivating guest relationships and developing and executing winning sales strategies to exceed top-level objectives recognized for strong guest relations, sales expertise and ability to leverage core strengths to increase profits.

- Nine years of extensive Sales and marketing experience in hospitality industry at major hotel chains.
- Hold higher management position as Senior Sales Manager and Sales Manager in Major Hotels Internationally.
- Open the first Canopy brand of Hilton in the Middle East
- Open the first AVANI brand of MINOR In Middle East
- Continuously Exceeded Sales revenue goals.
- Ability to direct sales activities of the hotel to achieve budgeted goals and ability to sell all hotel Services.
- Problem solving skills and committed to deliver high level of customer service.
- Excellent communication skills.
- Results Oriented and Dedicated to meeting deadlines.
- Punctual, efficient, flexible team player.
- Self-motivated and able to deliver top quality service.
- Professional appearance and manner with an excellent grooming standard.
- Strong Passion for Sales and Marketing.
- Organize activities and resources to maximize productivity and efficiency.
- Able to work flexible, sometimes long hours.
- Strong Leadership skills.

## WORK EXPERIENCE

08/2019 – PRESENT

DUBAI, UNITED ARAB EMIRATES

### Cluster Senior Sales Manager- Corporate Hilton Hotels & Resorts

- Handling the below 4 properties of Hilton in Dubai
  - Hampton by Hilton Dubai Al Seef
  - Canopy by Hilton Dubai Al Seef
  - Al Seef Heritage Hotel Dubai, Curio Collection by Hilton
  - DoubleTree By Hilton Dubai – Business Bay
- Hilton Al Seef is a new project from Dubai Holding with an open mall and 3 Hotels. Previously managed by MHLH till November 2019.
- Did the complete transition to Hilton and opened the first Canopy brand in the region
- Handling the corporate segment and assisting the Director of Sales in overall sales operations in the department.
- Responsible for sales and revenue generation for the property
- Major Segments:
  - Pharmaceutical
  - Consulting
  - Shipping
  - Airlines/Aviation
- Responsible for Local & Global Corporate
- Working on special projects assigned by Director of Sales, Account Plan , Airline Project , Pharma Project etc.
- Working closely with Hilton Worldwide Sales & Hilton Regional Team

11/2016 – 07/2019

DUBAI, UNITED ARAB EMIRATES

### Senior Sales Manager- Corporate AVANI Deira Dubai Hotel

- Handling the corporate segment and assisting the General Manager and Director of Revenue in overall sales operations in the department.
- Responsible for sales and revenue generation for the property
- Major Segments:
  - Key Corporate Accounts
  - Aviation


Al Nahda 2, Dubai 35449, United Arab Emirates


K 2832777

## WORK EXPERIENCE

### GCC Accounts

- Responsible for Global Business through Cvents, Meeting Broker, RFP's (Lanyon /HRS) and GSO Office
- Attending Road shows, Events and Exhibitions- Indian AND GCC MICE Market
- Responsible for maintaining compliance and up to date on new sales initiatives for the brand and company
- Actively involved in the STR report
- Assisting Sales team as needed with new business development and client relationships
- Act as the representative of the Sales team in the absence of the Director of Revenue / Director of Sales
- Understanding the overall Market, competitors, economic trends, supply and demand, etc.
- Maintaining positive relationships with Management company, Property owners and clients
- Implementing and maintaining all sales documentation.
- Making the revenue management decisions to effectively grow market share
- Conducting proactive Sales strategies through direct sales calls and prospecting for new business opportunities.
- Corporate business mix increased from 7% to 14% and closed the last year with 3.4 Million from Corporate business.

 09/2014 – 11/2016


 DUBAI, UNITED ARAB EMIRATES


### **Sales Account Manager- Corporate Sheraton Dubai Creek Hotel & Towers**

- Accountable for transient/ group business on an established account base consisting primarily of Key Accounts, Key prospects and Other Active Files. The account base will cover mainly embassies/consulates/trade offices, local trading companies, banks and multinational companies as well as some tour operators.
- Major Segments Corporate:
  - Pharmaceutical
  - Consulting
  - Banks & Financial Institutions
  - Embassies/ Consulates/ Business Councils
- Initiate action plans for developing Key Prospects and new business opportunities.
- Responsible for Global business through RFP's
- Profile and action leads which fall within the corporate market and develop action plans for achievement of room night and average rate goals.
- Carryout focused and innovate promotional activity e.g. Fam trips, educational site inspections, mailings and incentives, participate in sales blitzes, trade shows, workshops and sales trips as appropriate.

## WORK EXPERIENCE

- Attending Road shows, Events and Exhibitions- Indian Market
- Maintain and prepare individual sales calls reports.
- Maintain updated customer profiles/action plans.
- Ensure Group information sheets are distributed at least one week prior to group arrival.
- Regularly entertain during lunch or dinner at least 2 clients per week.
- Achieve room nights & revenue targets as set with the DOSM.
- Update all reports required by the hotel & Starwood in a timely manner.
- Evaluate prospective client's overall requirements, check for competitor hotels used and evaluate the client's approximate business potential for our hotel.
- Following-up on all commitments made to a client in a timely manner and with all the details and services promised.
- After closing a deal, take personal responsibility for the delivery of superior guest service through meticulous follow-up, ensuring that the client is satisfied and that service standards have been met.
- Provide market intelligence/information of the other competitor hotels and be fully knowledgeable of competitor's weaknesses/strengths; and at the same time maintain confidentiality of this hotel's activities, targets and rate structures.

 08/2013 – 09/2014

 ABU DHABI, UNITED ARAB EMIRATES


### **Sales Executive Millennium Hotel Abu Dhabi**


- Analyzed prospective untapped markets to generate revenue for the hotel.
- Assisted the sales manager and director in implementing sales strategies.
- Generate and maintain customers of the corporate segment through various sales activities (face-to-face sales calls, telephone calls, entertainment, site inspections, etc.); thus ensure complete coverage of own portfolio of accounts and achieve targets and maximum productivity
- Formulate and negotiate corporate offers and yearly contracts and any other required business correspondence
- Closely Monitor Accounts Revenue and business production for the Corporate Accounts and maintain up to date Account & Contact Database in property management system
- Have comprehensive and up to date knowledge of all the properties' unique selling points, features, amenities, services and policies
- Update the hotels on the negotiation / progress of every business deal and use the technology

## WORK EXPERIENCE

available for reports, communication and client correspondences

- Provide feedback to the Director of Sales & Marketing on changing market conditions, review direct competition and conduct regular research
- Identifying business opportunities by identifying prospects and evaluating their position in the industry; researching & analyzing sales options
- Contacted representatives of corporate, business associations and social groups to solicit business for hotel.
- Met existing hotel customers to determine their needs and solicit further business.

 12/2012 – 07/2013

 DUBAI, UNITED ARAB EMIRATES

### **Sales Executive Holiday Inn Bur Dubai**

- Visiting potential customers for new business
- Providing customers with quotations
- Negotiating and closing the sales
- Gather market and customer information and provide feedback on buying trends
- Represent the Hotel at trade exhibitions, events and demonstrations
- Identified new markets and business opportunities
- Record sales and present the sales in the monthly meeting.
- Review of my own sales performance

 11/2011 – 10/2012  COCHIN, INDIA, INDIA

### **Sales & Marketing Executive Hotel Orchid**

Done cold-calling activities to various offices and see if they have any Hotel requirements.

Offered the hotel's services to the clients.

Competition Analysis

Toured the clients around the hotel, explaining the facilities and amenities.

Prepared the contracts for the clients.


Oversaw hotel sales operations.


Coordinated with the office's event coordinator during conferences.

Facilitated corporate functions & Private functions.

Addressed queries of clients

## EDUCATION

 07/2009 – 07/2011

 KOTTAYAM, KERALA, INDIA


### **Master of Business Administration Mangalam College of Engineering-Mahatma Gandhi University**

Specializations:

Major: Marketing Management

Minor: Human Resource Management

## EDUCATION

 07/2005 – 06/2009

 BANGALORE, KARNATAKA, INDIA

### **Bachelor of Hotel Management T John College- Bangalore University**

Specializations:

Major: Food & Beverage Management- Service

Minor: Food & Beverage Management- Production

## LANGUAGE SKILLS

### LANGUAGE 1

English

**Full**

### LANGUAGE 2

Hindi

**Native**

### LANGUAGE 3

Malayalam

**Native**

## ACHIEVEMENTS

- Best Trainee in Radisson Plaza Resort & Spa during the industrial training
- Selected to attend the TSA Sales Training conducted by Millennium & Copthorne group.
- Selected to partake in IHG Solution Selling Training Programme conducted in June 2013.
- Successfully completed training in IHG Revenue Management Programme.
- Received positive feedback and recognition for the excellent quality of service provided
- Employee of the month from Millennium Corniche Hotel Abu Dhabi
- Seller of the month from Sheraton Dubai Creek Hotel & Towers

## PROJECTS

- Operational Aspects of a 5 star deluxe Hotel- Radisson Plaza Resort & Spa, Kumarakom, Kerala-India
- Marketing Feasibility & Financial viability of a three star Hotel-ZURI Resort & Spa, Kumarakom, Kerala-India
- Organizational Study in ZURI Resort & Spa, Kumarakom, Kerala-India.
- A project on "Brand Equity" of Nagarjuna Herbal Concentrates LTd,Thodupuzha,Idukki.
- Bookers incentive Program in AVANI

## TECHNICAL SKILLS

- Knowledge in OnQ SM & Delphi FDC

## TECHNICAL SKILLS

- Knowledge in usage of **OPERA PMS, HIS, Demand 360 etc.**
- Knowledge in Operating Systems like Windows, DOS, Mac Etc
- Skill in photo editing & Album Making using Adobe Photoshop
- Knowledge in usage of Microsoft Office System, preparing presentation, using software like

## PROFESSIONAL ATTRIBUTES

- Ability to effectively prioritize and juggle multiple concurrent tasks
- The ability to remain calm and objective in all situations
- Able to exert optimal effort in successfully completing tasks
- Able to work autonomously and in a team environment
- Good sense of humour and the willingness to be part of a team

## COMPETENCY OVERVIEW

- Highly organized, versatile and ambitious professional with strong work ethic
- Excellent written, verbal and interpersonal communicator
- Highly flexible with the ability to adapt to rapidly changing environments
- Comprehensive technical expertise in hotel operations and industry innovation
- Exceptional quality of accepting challenging tasks and delivering satisfactory results
- Ability to render key insights into viable programs or activities
- Ability to take ownership of issues and deliver on key objectives
- Ability to supervise, guide and monitor team actions
- People management skills, with a strong focus on customer service
- Proven ability to concurrently maximize quality and enhance revenue

## HOBBIES



Capturing moments



Feeling the music



Driving & Off Roading

## HOBBIES



Networking



Watching Movies



Drawing & Painting

## CORE SKILLS

- Sales & Marketing
- Key Account Management
- Client Relationship Management
- Knowledgeable in using OPERA, Lanyon, HIS, Nexus and Hoteligence
- New Business Development
- Target Driven
- Ability to Prioritize
- Professional Networking
- Leadership quality
- Reporting & Documentation

## REFERENCES

Available upon request