**Deepak Janardanan**

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IATA/IATAN ID: 5784066302 • ASTA Membership: 900219343

 Travel & Tourism Research Association Membership (TTRA): 1659

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 **General Manager – Travel & Tourism**

 **Travel Management Strategist / Destination Management Specialist**

General Manager Travel & Tourism with22 years of diversified experience inTravel Management, Tourism Research, Destination Management and Airline GSA Management in various countries like United Arab Emirates, Bahrain, Saudi Arabia and India. A strong self-motivated leader with the ability to drive transformational changes and resilient to challenges. Expertise in restructuring and re-branding various Travel Management Companies with a proven track record.

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| * Travel Management
* Tourism Research
* Product Development
* Pricing Strategies
* Brand Management
* Financial and Budgeting Proficiencies
* GSA Affairs & Global Partnerships
 | * Change Management Consulting
* People Management
* Sales & Marketing
* Business Development & Procurement
* Cost - Benefit Analysis
* Client Relationship Management
* Destination Weddings & Private Jets
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 **Professional Experience**

**Travel Management Strategist / Destination Management Specialist**

(Self Employed, April 2021 - till date )

Travel Management Strategist specialized in diagnosis and design of constructive plans for the Travel & Tourism Companies post Covid operations. Change management strategy with revenue boosting techniques, Product development, Brand management for Budget to Luxury segments as per the clients requirements and market trends.

Specializations :-

• Strategy planning & Implementation
• Change Management ( Travel & Tourism )
• Brand Creation and Management
• Pre Restructuring Analysis and Market research
• Global Alliances / GSA Management / Loyalty programs / Responsible Tourism
• Destination Management & Marketing
• Niche Segments (Private Jet Charters, Destination Weddings ,Golf tourism, Island Tours & More)

**General Manager,** January 2020 – March 2021

**Sharjah National Travel & Tourist Agency (SNTTA) L.L.C, Sharjah, United Arab Emirates.** (GSA – Emirates, Fly Dubai, Singapore Airlines, Srilankan Airlines, Royal Jordanian, Kuwait Airways, Iraqi Airways)

* Sucessfully managed the sales & operations of the corporate travel, Retail, Leisure and GSA Affairs and support the sales team to increase the market share and profit margin.
* Developed and implemented the Sales and Marketing strategies in line with Revenue management policy of the company.
* Strategically improved the relationship with GSA partners, corporate houses, Tourism Organisations, Government and semi- government bodies. Actively worked on global partnership for the new divisions such as offshore & Marine, Student, Sports and Pet travel divisions.
* Effectively managed restructuring and inhouse brand creations such as “Destination wedding, Destination marketing ,Government travel, ,Marine travel and Loyalty programs.

**General Manager,** August2015 – December 2019

**Al Fanar Travel Company W.L.L,** **Manama, Kingdom of Bahrain** (GSA – Fly Dubai, Cebu pacific, Vistara, Lufthansa City Center)

* Managed daily operations of the company such as sales & operations, product development, training, GSA affairs & budgeting to ensure adherence to expectations. Improved the revenue and profits of the company by implementing cost control and revenue management strategies.
* Methodically developed existing/new client base by designing exotic international luxury & wellness tours, as well as introducing new projects like Destination weddings, marine travel, retail outlets, travel implants and global visa processing.
* Strategically enhanced relationships with Airline & Tourism Organisations & Embassies and coordinated with major airlines to sign agreements for discounted rates. Established procedures for client relation management and KPI in accordance with IATA & BSP requirements.

***Key Achievements:***

* Increased brand recognition through efficient operations; rebranded and restructured the company with international affiliations and quality assurance which brought significant growth in the market share.
* Successfully launched the “Pinoy Travel Fest (PTF 2017) under Alfanar’s Kabayan Korner, the first Pinoy travel fest in the kingdom’s travel trade.
* Implemented and successfully operated various retail brands like Kabayan Korner- Filipino travel brand, Al Fanar cost express – Budget travel, ALF Visas for Global Visa Assitance, Dial A Ticket – Ticket delivery and payment collection , Beautiful Bahrain & Pinoy Pass for Island Tourism. Designed, developed and successfully launched the online travel platform flightsouq.com
* Successfully launched the “Al Fanar Travel Mart (AFTM-2108) with the support of trade partners and Jawad Business Group network.
* Successfully launched the first Travel loyalty card in Bahrain trade (Kabayan Plus) in Feb 2019.

**Voyager Travel & Tourism L.L.C,** **Dubai, United Arab Emirates** (Travel Division of Al Barari Group of companies)

**General Manager,** September2011 – July 2015

* Oversaw the sales, operations and finance departments and guided subordinates towards attainment of business objectives; coordinated with vendors and negotiated to avail the best deals. Introduced innovative projects like Marine Travel Division, Holiday division (Voyager Vacations), Travel implants and improved organisational efficiencies.
* Implemented new division for UAE Tourist Visa processing and Global Visa division for development of robust operational processes. Authorised Tourist Visa agent for UAE & Australia and affiliated company with American society of travel agents (ASTA).
* Single handedly built a travel agency and efficiently handled all approval procedures from Civil Aviation to IATA accreditation, as well as guided it towards becoming a specialist in Corporate Travel management, Private Jet charters and Bespoke Travel.

***Key Achievements:***

* Successfully handled 2 Royal weddings in Maldives and received Agent of the month Award from Arabian travel news in Sep 2012.

**Al Barari Group of Companies** – **Dubai, United Arab Emirates**

**Travel Manager,** January2011 – September 2011

* Ensured the acquisition of company profitability targets by efficiently handling business & leisure travel for management. Coordinated activities with HR Department andnegotiated rates with travel service providers for chartered private jets for the management and VIPs.
* Leveraged expert advice on issues such as travel budgeting and was actively involved in strategic alliances with key clientele with an aim to meet their expectations. Addressed travel needs of the Al Barari Community while Coordinating with Major Airlines for discounted rates.

***Key Achievement:***

* Identified savings opportunities, provided monthly travel spend reports to the Business Units and reduced the travel budget of the company while ensuring best customer service.

**Dnata World Travel Services** – **Dubai, United Arab Emirates**. (Travel division of Emirates Group)

**Team Lead,** September 2006 – January 2011

* Led the team of travel consultants, executed zero ADM project for Dnata EGTC Counters and successfully maintained high SQLs. Supervised the daily performances of staff and prepared schedules to ensure the provision of high quality standards of work.

***Key Achievement:***

* Successfully handled the Team and the Zero ADM Project and received Appreciation Awards

(Najim Merit in 2019 & Najim Silver in 2010).

**Trans Arabian Sea Air Travels** **– Dubai, United Arab Emirates** (Travel Division of Al Abbar Group)

**Sr. Business Travel Consultant,** September 2004 – September 2006

* Conducted product presentations for the new & existing clients to offer a comprehensive travel service whilst ensuring the highest possible level of service.
* ***Key Achievement:***
* Successfully handled major corporate clients in a most lucrative manner. Trained the new recruits of the team to achieve the desired level of customer satisfaction.

**Al Mojil Travel & Tours (GSA Thai Airways)** – **Dammam, Kingdom of Saudi Arabia**

(Travel Division of Mohammed Mojil Group)

**Business Travel Consultant,** January 2002 – July 2004

* Skilfully managed the offshore & marine travel requirements and Inhouse travel of the group. Organised GDS (Amadeus) training for the new employees.

 **Career Note**

* Travel Consultant, Akbar Travels of India Private Limited, Mumbai, India, 1999 – 2001
* Reservation/Ticketing Agent, Indo- Saudi Services Pvt Ltd, Mumbai, India, 1998 – 1999

**Education**

**Bachelor of Commerce, Cost Accounting , Financial Accounting with Company Law.** 1995

University of Calicut, Kerala, India

**Diploma, Travel and Tourism Management**, 1997

Centre for Science and Technological Studies, Kerala, India

**Diploma in Information and System Management,** 1997

Aptech Computer Education, Kerala, India

**Diploma, IATA-UFTAA Advance Course, 1998**

IATA-UFTAA, Geneva, Switzerland

**Appreciation & Awards**

* Awarded Najm Merit for the professionalism & leadership skills. (Emirates Group 2009)
* Awarded Najm Silver for the excellent initiative to handle ADM project(Emirates Group2010)

**Personal Details**

* Nationality : Indian
* Age & Date of Birth : 45 Years , 30 May 1975
* Civil Status : Married
* Languages Known **:** English, Hindi, Malayalam & Arabic
* Valid driving licenses : UAE, Bahrain, KSA & India.