

# MICHAEL CHETTIAR

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## PROFILE SUMMARY

Close to 3 decades of dynamic experience in the Hospitality Industry, remaining on the cutting-edge, involving sales, business development, marketing, customer service, pre-opening, front office operations, revenue management & general management. A vastly experienced professional possessing a well-balanced managerial and mentoring style, which promotes enthusiasm in the gen-next, and is very efficient in implementing impressive standard of organization while maintaining product & service value to customers.

Besides this career oriented training and a passion to work consistently on my professional & personal self-development has helped me gain invaluable expertise in being: astute at leading, anticipating, training and nurturing associates to bring out the best in them to benefit: owner's expectations, business conversion, guest loyalty, brand recognition, brand compliance, colleagues camaraderie, and help them grow at all times, whilst being focused on delivering the prime goal of the company's set objective which is dedicated to achieve highest level of customer satisfaction and financial sustainability in an extremely competitive modern business environment.

## SKILLS & COMPETENCIES

- Front Office Operations
- Reservations / Revenue Mgmt.
- Pre-Opening
- E-commerce & Social Media
- Sales & Marketing
- Customer Relations Management
- Business Development
- Key Account Management
- Mentoring & Team Leadership
- General Administration
- Budgeting & Strategic Planning
- MIS Reporting
- Brand Standard Implementation
- Market Research
- Procurement & Human Resources
- Industry Systems - CRS / PMS
- Strategic project management
- Perceptive

## WORK EXPERIENCE SUMMARY

• 2019 Mar – Current	Director of Sales & Front Office	<b>Atiram Premier Hotel</b> Atiram Jewel Hotel (Pre & Post opening)	★★★★★
• 2017 Apr – 2018 Sep	Head of Sales & Marketing Front Office In-charge	<b>Juffair Boulevard Hotel &amp; Suites</b> (Pre-Opening)	★★★★
• 2015 Jul – 2017 Apr	Director of Sales & Marketing Assist in Front Office Operations	<b>Grand Safir Hotel</b> Vadigen Hotel Management <b>Manama</b> , Kingdom of Bahrain	★★★★
• 1997 May – 2015 May	Head of Sales & Marketing Overlooking Front Office Operations	<b>Swiss International Palace Hotel</b> <b>Manama</b> , Kingdom of Bahrain	★★★★
• 1994 - 1997	Customer Service Executive	<b>Ramada Hotel</b> Wyndham Hotel Group <b>Manama</b> , Kingdom of Bahrain	★★★★
• 1994	Customer Service Officer	<b>Lou' Lou' A Beach Resort</b> Sharjah, United Arab Emirates	★★★★
• 1993	Customer Service Agent	<b>Holiday Inn</b> Juhu, <b>Mumbai</b> , India	★★★★
• 1988 – 1993	Guest Service Agent	<b>Ramada Hotel Palm Grove</b> Juhu, <b>Mumbai</b> , India	★★★★
		<b>Various Airport Hotel</b> Sakinaka, Marol, Bandra - <b>Mumbai</b> , India	★★★

## DETAILED JOB RESPONSIBILITES OVERVIEW (More or less similar in last 4 properties that I worked)

In my current assignment I have been involved in all aspects of Pre-opening from scratch – Setup of all collaterals, website, emails, social media, google geo-tagging, recruitment for rooms division of staff and department heads (Front Office, Sales, Marketing, Housekeeping), participating actively in pre-opening inspection, complete set-up and marketing of ancillary service of Spa. General mapping across digital platforms and all pre-opening related tasks.

Being head of department, responsible for setup of sales team, contribute in business development, Marketing and Sales by day to day mentoring of the Sales team in terms of strategic personal call, business lead identification, attending relevant local and regional exhibitions and conference events. Also responsible for making strategic personal sales call to existing & potential companies, ensuring policy based pricing and credit compliant contracts. Participate in all related annual budgeting and monthly performance review.

Attend all brand training and conduct property level training of the same for all concerned, to create and manage all the aspects of E-commerce and On-line channels distributions for maximum conversion based on best yield by personal involvement & training concerned associates. Fully responsible for the smooth functioning and training of operations in Front Office Department, Bell Desk Services, Transport Department & Reservations Department. Overlook all related posting on Social Media channels, train & guide the Sales & Marketing Coordinator in this role.

Generic marketing of the hotel rooms and other services, including signature restaurants, lounges, sports bar, spa, conference and recreational facilities. Coordinate and assist the IT department in the efficient content display on brand website. Handling all online guest reviews responding in a timely manner and tackle service recovery issues.

Giving Hands-on assistance to the General Manager whenever called upon to do so and deputizing the General Manager when needed.

## PROFESSIONAL CERTIFICATIONS

• Swiss International Hotels & Resorts	Brand Implementation	Manama, Kingdom of Bahrain
• Wyndham Hotel Group	Quality Assurance Wynreview - Guest Feedback Management Medallia - Guest Survey Lanyon - Request for Pricing & Information Sales & Customer Service Enhancement	Dubai, United Arab Emirates
• Ramada International	Cendant Hotel Group Conversion	Dubai, United Arab Emirates
• Ramada International	RFP Manager Overview	Manama, Kingdom of Bahrain
• Marriott International	Central Reservations System – MARSHA	London, United Kingdom
• Educational Institute American Hotel & Motel Association	Sales, Marketing, Supervision, Front Office Procedures, House Keeping Management Hospitality Computer Systems & Security Management	Through - East Lansing, USA
• The College of Professional Management	Hotel Operations & Management Principles of Modern Management	Through - Jersey, UK

## EDUCATION

• 1992	Bachelor in Commerce	Kakatiya University, Hyderabad, India
• 1989	Higher Secondary Certificate	Bombay University, Bombay, India
• 1986	Secondary School Secondary Certificate	Bombay University, Bombay, India

## OTHER PROFICIENCIES

Computers: Well versed in Windows Office, Property Management Systems, Online Extranets, World-Wide-Web and Social Media Applications.

Languages: Fluent: English, Hindi, Marathi, Tamil | Average: Urdu, Kannada, Malayalam  
Beginner: Arabic, Tagalog, Punjabi, Gujarati, Konkani, Bengali

## PERSONAL INFO

Date of Birth / Age: 18<sup>th</sup> March 1971 / 50 yrs. | Height: 5 feet 10 Inches | Marital Status: Married | Nationality: Indian

## ADDRESS & CONTACT NUMBER

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