



DIVYAM JOHRI

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Exceptional business development and sales professional with an experience of 12+ years in Middle East and India. Have a strong understanding of sales and marketing trends for international hotel groups along with extensive consumer management in diverse markets. Consistently aspire to exceed business goals and have the ability to work independently.

Highlights

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| ▪ Client Service Management | ▪ Marketing & Branding | ▪ Design Thinking |
| ▪ Business Development specialist | ▪ Online promotion | ▪ CRM |
| ▪ Strategy & Revenue management | ▪ Global Vendor Management | ▪ Reach & Distribution |
| ▪ Salesforce | ▪ IDEAS Revenue | ▪ STR |

Experience

Four Seasons Hotel Bahrain Bay as Sales Manager

Corporate- Sales Manager-April 2018-Current

Reporting to Director of Sales.

Key Tasks Portfolio

- Client service management with key verticals for the hotel under Investment & Banking corporates, Oil & Gas, IT & Startups, Education, Retail, F&B Industry, Travel & Leisure agencies as well all market segments from India.
- Indian wedding business with 2 hotel complete-buyouts in 2018 & 2019, Top Corporate Client & Stakeholders events.
- Key contribution with Year on Year growth for portfolio with 15% in 2019-2020 from 6 % in 2018-2019 overall with an increase in market share & revenue from Hotel Pre-opening 2015.
- One of the top contributors to Best Sales Team EMEA 2019 award.

- Business Development activities, Familiarization visits and Product Training sessions conducted for Corporate accounts & Event Management companies along with Travel Agents both in Bahrain & India.
- Special promotions with incremental ancillary revenue generated for F&B Team through Cruise Travel partners and key corporate accounts.
- Market intelligence functions including weekly competition set visits, Month End reports & Active participation in networking events.

Oberoi Hotels & Resorts as Regional Sales Manager

International Travel Trade- Sales & Marketing-September 2011 to April 2018

Reporting to Senior Vice President-Sales & Marketing-Travel Trade

Key Tasks Portfolio

International Sales Office-India

- Business Development and Management for International Sales Office-India
- Weekly Call engagement along with Production report & Analysis for All ISO offices located globally.
- Strategy & Market plan activities with ISO offices in UK/Germany/France/GCC/USA with Marketing & Tactical support for India based Hotels & Resorts.

Foreign Tour Operators-Direct Management

- Responsible for All Global direct engagements for business with 33 hotels in group network.
- Development of New FTO from Non-Managed regions of China, Australia and South America.
- Contracting & Rate distribution along with Inventory management report.
- Direct Marketing engagement with existing FTO clients- Brochure planning and support.
- Hotel tactical promotions for specific market and regions.

Trade Show Management

- Event planning & Design development for Oberoi Hotels & Resorts.
- Lead engagement with Trade Organizations such as CII, FICCI, Ministry of Tourism-India
- Representation made at key events such as ATM-Dubai, ILTM Cannes, ILTM Shanghai, CITM-China and EIBTM-Barcelona along with India based shows such as GITB, UPTM, Destination East and Kerala Travel Mart.

Sales & Marketing

- Program manager for key itinerary driven product- India. By Oberoi-Exotic Vacations (Oberoi Hotels & Resorts) and Discover India with Trident Hotels (DITOP).
- Responsible for all new promotions and product launch with complete planning, inception and implementation.
- Department trainer for all packages & promotions.
- RFP Management for luxury network engagements with Fine Hotels & Resorts-American Express, Virtuoso & Signature Travel Collection.
- Online Travel Agent (OTA) promotion management for key resorts and programs with online partners in various source markets such as China, Australia, Europe and USA.
- Work with marketing team on CRM engagements and loyalty programs, First global launch done in Middle East for 'Connections'-Loyalty program.

Sales & Marketing-The Oberoi, New Delhi- March 2008 to September 2011 as Assistant Sales Manager

Managing the Travel Trade portfolio for Unit function with over 2000 Travel Agents accounts within India and Global Vendor management for Major Clients like Cox & Kings, Kuoni Travel, along with Virtuoso Agents.

Reporting to Director of Sales

Key Tasks Portfolio

- Grew the Total Market Share for segment at The Oberoi, New Delhi to 20% in 2008-2009 from 12 % in 2007-2008, despite the adverse effects of global recession and low performing travel & leisure market.
- Continued year on year growth trend with Above Target performance recognized by Corporate Office and Key stakeholders.
- Business Development activities & Product sessions conducted for New Agents both in existing and new markets for The Oberoi, New Delhi
- Special Promotions for Short Term stay along with Value Additions created to target new incoming new client base.
- Market Intelligence functions for reports and competition ARR/ Rev par feed management using Hotelligence.
- CRM Interface for Clients & Guests- Monitoring Feedback and Active measures implemented to ensure higher Guest satisfaction ratings and LQA standards.

Academics

Bachelor of Arts Major in English Literature (BA)
University of Delhi

Graduated, June 2005

Post Graduate Diploma in Management (MBA)
Marketing & International Business
Jaipuria Institute of Management, Noida

Graduated, February 2008

Additional Courses

TMI-Emotional Intelligence-Training Module 2014
TACK Sales Module 2015
BSEA Sales Training Module 2016
Design Thinking-Advanced module-Tinkerlabs 2017
YFS Four Seasons Sales Training Program-Heiman Miller 2018

Interests

Travel & Electronics

Personal Details

Date of Birth	:	December 24, 1983
Marital Status	:	Married
Valid Passport Number	:	U 0436269
Bahrain Driving License	:	Valid 2023

References	:	On Request
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