

ZALL KOOHPAIMA



PERSONAL STATEMENT

I am a dynamic and results-driven travel industry manager; well-known and regarded in the travel and tourism industry in Bahrain and the G.C.C with over 20 years of experience with exceptional successful new business development, competitive market share expansion, and customer relationship sales and development; leveraging finely-honed interpersonal and time management skills to successfully manage a team and increase profitability while surpassing corporate goals and objectives. I'm an energetic and goal-oriented individual with a genuine passion for sales and exceptional dedication to customer service in supporting a progressive organization.

KEY STRENGTHS

- Extensive, expansive client database; mostly High-Net-Worth- Individuals & Families in the GCC region, including VVIP's and highest level contacts within Ministries & The Royal Court.
- 23 years international Travel Industry experience. (United States: Los Angeles and Miami as well as the G.C.C.)
- Highest Sales in the Middle East Award for Royal Caribbean International & Celebrity Cruise Lines four years consecutively.(2008, 2009, 2010, 2011)
- Top Sales Associate Award Bahrain – YBA Kanoo Group International- 2006 & 2007
- Top Sales Bahrain Award in 2005 – Emirates Holidays (a division of Emirates Airline Group)
- Gulf Air Top Sales Award for Corporate & Holidays - 2007 & 2008
- Exceptional, verbose communicator –perfect English
- Strong negotiation and unparalleled sales skills that maximize revenue Generation
- Recognized in possessing interpersonal and analytical skills together with a broad exposure to various cities and cultures.
- Vast, extensive sales experience with corporate entities such as: Royal Court of the Kingdom of Bahrain, Bahrain Defense Force, Bahrain Airport Company, Mumtalakat Holdings, AMEX, US Navy Base 5th Fleet, ALBA, BAPCO,GPIC, Investcorp, GIB Bank, ABC Bank, TAIB Bank, BBK, ARAMCO, British Aerospace, ESTERAD Investment Co, BankMuscat SAOG, Oasis Capital Bank, BiSB Bank, Arcapita, Bahrain Bay, BMIBank, Tazur Insurance, BNI Insurance, AXA Insurance, YBA Kanoo Group International, Al Sharif Shipping, DNATA, CHEVRON, Various Bahrain Ministries (MOI, MOH) Central Bank of Bahrain, ESKAN Bank, ZAIN Telecom, ASPENTech, Kuwait Finance House, Royal Caribbean International, and many more.

- Proactive Accounts Management & Collection
- Customer Relations & New Business Development
- Highly skilled in Market Research and Analysis
- Excels in developing customized Promotions, Holiday Packages and Sales Tactics
- Superb Presentation Skills
- Performance Management- training and guiding subordinates in strong selling techniques to maximize revenue and consistently exceed sales targets.
- Well-travelled; broad exposure to various cities and multitude of personalities
- Hard working, highly disciplined with exceptional work ethics
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WORK EXPERIENCE

October 2018 – Present

The Eagle Travel & Tours

Bahrain

POSITION: Managing *Director*

Ran a travel agency and managed a team of 6 multi-national staff. Created, implemented and set the standard for more streamlined and improved company productivity.

Sales & Marketing

- Development of new business prospects and programs (Corporate & Retail)
- Conduct product presentation to customers and corporate clients
- Sales of various products & packages

Advertising & Products

- Evaluate profitability of advertising strategy
- Creation & customization of packages

Research & Budgeting

- Maintaining relationships while benchmarking discount programs against industry best practices and negotiating favorable rates with :
 - Airlines
 - ground handlers
 - hotels
 - tour operators
 - cruise ship companies
- Examine which specific facilities and destinations would best service each groups style, budget and requirements

WORK EXPERIENCE

January 2016 – October 2018

Al Yara Travel & Tourism

Bahrain

POSITION: *Director*

Ran a travel agency and managed a team of 9 multi-national staff. Created, implemented and set the standard for more streamlined and improved company productivity.

Sales & Marketing

- Development of new business prospects and programs (Corporate & Retail)

- Conduct product presentation to customers and corporate clients
- Sales of various products & packages

Advertising & Products

- Evaluate profitability of advertising strategy
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Research & Budgeting

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December 2012 – December 2015

Etihad Airlines

Bahrain

POSITION: *Key Account Manager*

Corporate & TMC Sales

- Development of new business prospects and programs (Corporate & Retail)
- Conduct product presentation to customers and corporate clients
- Sales of various products & packages
- Design of Corporate identity and related collaterals
- Identifying Key Accounts and Managing them to sell EY products

November 2011 – December 2012

Online Travel

Bahrain

POSITION: *General Manager*

Sales & Marketing

- Development of new business prospects and programs (Corporate & Retail)
- Conduct product presentation to customers and corporate clients
- Sales of various products & packages
- Design of Corporate identity and related collaterals
- Participation in various industry trade shows

Advertising & Products

- Evaluate profitability of advertising strategy
- Responsible for selecting best vehicles for promotion
- Internet marketing and distribution of products
- Creation & customization of packages
- Setup for the establishment of the agency

Research & Budgeting

- Maintaining relationships while benchmarking discount programs against industry best practices and negotiating favorable rates with :
 - Airlines
 - ground handlers
 - hotels
 - tour operators
 - cruise ship companies
- Examine which specific facilities and destinations would best service each groups style, budget and requirements
- Survey industries, develop individual presentations
- Research and evaluate competitors pricing structure
- Coordinate interfaces with Accounts Payable and Corporate Accounting for all aspects of corporate travel
- Preparation of Business plan and strategy

February 2011 – June 2011

Bahrain Air

Bahrain

POSITION: *Holidays Manager & M.I.C.E.*

- Working on laying the groundwork for establishing the planned Holidays Dept
- Negotiating contracts with
 - ground handlers
 - hotels
 - car hire companies
 - tour operators
 - cruise ship companies
- M.I.C.E.
- Interviewing potential department staff
- Creation and customization of packages
- Preparation of Business plan and strategy

April 2005 – February 2011 Kanoo Holidays (YBA Kanoo Group)

Bahrain

POSITION: *Holidays Manager*

ACHIEVEMENTS

- Create individual and group travel programs for VIP's, VVIP's, and High Net Worth individuals & executives
- Created, implemented and set the standard for more streamlined and improved department productivity
- Manage a team of 10 multi-national staff
- 80% of clients repeat customers or word-of-mouth referrals
- Consistently achieved high sales well over and beyond target goals
- Consistently the highest RCCL sales in GCC region.
- Specializing in custom packages & Land/Sea/Air packages
- Negotiating special airline rates for company packages
- Implementing special offers and packages for over 25 implant offices and branches
- Negotiating special corporate hotel rates for major banks and investment companies
- Direct contact with the Royal Court for travel arrangements for the royal family

- Responsible for contracting with major hotels in Bahrain and overseas
- Specialized in group travel, incentive and MICE

March 2004 – April 2005 A.H.Q. Travel & Tourism Saudi Arabia

POSITION: *Marketing & Holidays Manager*

ACHIEVEMENTS

- Reworked and oversaw the creation of the new corporate identity
- Created a new and exciting aesthetically pleasing company brochure
- Personally dealing with and taking care of High Net Worth individuals and VIP's in both Saudi Arabia and Bahrain meeting all travel needs
- Negotiated contracts with Government Institutions within the Kingdom of Bahrain
- Was crucial in laying the groundwork for establishing the planned Bahrain office

March 2001- March 2004 Kanoo Holidays (YBA Kanoo Group) Bahrain

POSITION: *Assistant Manager*

ACHIEVEMENTS

- Had personal sales of almost BD 1 Million in 2003-2004 (above and beyond target)
- Opened/oversaw the new Kanoo Holidays office on the US Navy Base in Bahrain
- Created, implemented and set the standard for office procedures in the new office
- Issuing tickets and itineraries
- Marketing cruise packages
- Continued supervisor duties as detailed below

1998-2001 Kanoo Holidays (YBA Kanoo Group) Bahrain

POSITION: *Supervisor*

- Quality Control
- Customs Services
- Create individual and group travel programs for VIP's, executives, individuals, and groups
- Negotiating Hotel Rates & Packages
- Arrange worldwide holiday packages
- Collecting past due debts
- Batch Control
- Highest sales consecutively each month

1995 – 1998 Fare World Travel Los Angeles, California
(Retail division of JETSET Tours, Inc.)

POSITION: *Retail Supervisor*

ACHIEVEMENTS

Sales & Marketing

- Developed the wholesale travel department
- Focus on individual and group travel programs for executives, individuals and groups
- Fare quotations and ticketing
- Over US\$ 200,000 in sales monthly

Advertising

- Evaluate profitability of advertising strategy
- Responsible for selecting best vehicles for copy and promotion
- Personally write advertising copy for major nationwide ads

Research

- Examine which specific faculties and destinations would best service each groups style, budget and conference needs
- Survey industries, developed individual presentations for conference planning
- Research and evaluate competitors pricing structure

Budgeting

- Plan Budgets for each program
- Negotiate airline and hotel contracts and price structuring
- Cost out internal operational expenses (reservations, documentation, ticketing, itinerary planning)
- Budget out advertising expenditures from copy-writing to final printing and placement stages

1993 – 1995 JETEST Tours Los Angeles, California

POSITION: *Fares & Ticketing Agent*

- Wholesale ticket sales to retail travel industry
- Utilized strong telephone and customer service skills
- Performed Quality Control on behalf of travel agents
- Procured and exclusive multi-million dollar contract between JETSET and Nonstop Travel

1990 – 1993 Professional Travel Service Los Angeles, California

POSITION: *Travel Consultant*

- Sales of Commercial airline tickets and travel packages to consumers
- Operating tours to the South Pacific
- Specializing in sales for European and Middle East markets
- Issuing tickets and itineraries
- Marketing cruise packages

ADDITIONAL SKILLS

Computer programs: SABRE, APOLLO, PARS, System One, GALILEO, Internet, MS Word

- Leadership
- Target Marketing and penetration
- Contract negotiations
- Exceptional Vendor Relations
- Extremely high Customer Satisfaction
- Unparalleled Communication skills
- Responsible, Reliable

EDUCATION

Watterson College of Travel and Tourism Major: Travel & Tourism Graduated: August 1990	Pasadena, California
Pasadena Community College Major: Business 1985-1988	Pasadena, California
Barbara Speak High School High School Diploma 1981-1985	London, England

PERSONAL DETAILS

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Marital Status:	Married
Nationality:	Bahraini