



PRAMOD DASHORA

Contact

Mobile: +91-9799097300

E-Mail: dashorapramod@hotmail.com

URL

<https://www.linkedin.com/in/pramod-dashora-hospitality-962013145/>

Objectives

I aim to utilize my education and experience to excel in a challenging position within an organization that values creativity, dedication, and loyalty.

My expertise lies in Luxury Hospitality operations, PR management, HR & Administration, Guest Service Management, Sales & Marketing, Business Development, Corporate & Channel sales, strategic Market Analysis and development, asset management, and mystery Audits.

Skills | Knowledge | Attributes

General Skills

- ✓ Professional Leadership.
- ✓ Disciplined
- ✓ Good Communication
- ✓ Transparency
- ✓ Cooperative
- ✓ Honesty & Integrity
- ✓ Team Player
- ✓ Hospitality Attitude
- ✓ Strategic Decision Maker

Hospitality Business

- ✓ Business & Leisure Hotel
- ✓ Resorts Experience Management.
- ✓ Wellness & Health Care
- ✓ Travel & Tourism Services
- ✓ Stake holders engagement

Operations

- ✓ Pre-openings setups
- ✓ Room Division management.
- ✓ F & B Operations management
- ✓ Guest Delights programmer
- ✓ WOW - VVIP Services Designer

Sales & Marketing

- ✓ Brand Compliance processes.
- ✓ Pricing & Negotiations policy
- ✓ Sales , PR & Media Relations
- ✓ Digital Revenue Management
- ✓ Networking , VVIP Guest Meetings

Hospitality Business Professional.

(Hotels | Resorts | Apartments | Tourism - Healthcare | Wellness)

"24 years | Strategic lead in Management & Operations | Strategist – Business Management | Sales & Marketing | Customer satisfaction | Public Relations | New Business Development | Commerce, Profitability, Expenses, Audits, budgets | HR & Administration | Asset Management".

EX - Accor Hotels | ITC Hotels - Sheraton | TAJ Hotels | Radisson - Carlson Hotels | Golkonda Hotels.
Ph.D. Sabbatical Assignments: – Zydus Hospital, Vadodara | The Vivaal Hotel & Resorts , Karnal.

Professional Summary – Passionate and results-oriented hospitality professional with a Master's degree in business, tourism, and hospitality. With over two decades of experience in the industry, including seven years in front-line hotel operations, ten years as Head of Sales & Marketing, Corporate Sales & Administration, and eight years as a Hotel General Manager. Demonstrated expertise in streamlining hotel operations, administration, revenue management, and driving profitability. Possesses a holistic approach, strong business acumen, and a commitment to ethical practices. A qualified and consistent performer in the hospitality sector.

COVID 19 Sabbatical | Ph.D. Scholar **Aug. 2020 – Sept. 2024.**
Hospitality Special Projects assignments.

Hotel General Manager (Re-opening - Refurbishment) **June 2022 – Mar. 2023.**

- ✓ The Vivaan Hotel & Resorts | Karnal, Haryana, India.

Hospitality General Manager - L1 (Pre-opening) **Sept. 2021 – Feb. 2022.**

- ✓ Zydus Hospitals – 5 ★ - 350 beds Multispecialty | Ahmadabad, Vadodara | Gujarat , India.

Work Experience

General Manager - Accor Hotels **Oct. 2018 – July 2020.**

Grand Mercure, Vadodara | Vadodara, Gujarat, India.

Key Responsibilities :

As the unit head, lead the highest revenue-generating hotel in Vadodara with 140 rooms, 35,000 sq ft banquets & conferencing space, and a team of 16 HODs and 252 strong service professionals.

- Prepare hotel budgets and set short- and long-term strategic goals for the hotel.
- Review daily reports and financial statements to determine the hotel's operations' performance against the budget. Ensure that costs are controlled and revenue opportunities are effectively sourced and delivered.
- Manage ongoing profitability, ensuring that revenue and guest satisfaction targets are met and exceeded.
- Lead in all aspects of business planning, comply with and exceed Grand Mercure Brand and Service Standards, coach and support operations team (HOD & Managers) to effectively manage business, rate & occupancy, salary, wages, and controllable expenses.
- Hold regular briefings and communication meetings with the HOD team. Communicate a clear and consistent message regarding departmental matters.
- Review guest feedback and ensure appropriate corrective action is taken.
- Respond to guest feedback received online or through comment cards, emails, and letters. Handle guest problems and complaints.
- Review and manage all key property issues, including projects, work, customer service, and refurbishment.
- Respond to various management audits to ensure continual improvement is achieved. Oversees property-wide scheduling of reporting departments.
- Ensure the safety and well-being of our guests and staff by developing Health & Safety Responsibilities.
- Assist in hiring and conduct final interviews to make hiring decisions.

Achievement:

- ✓ **Professional Success** : GOP 34% , RPS 86.45 Pts , MPI 1.04 Pts , AGI 85Pts , ARI 85Pts, Resavision 90%
- ✓ 2018-19: Sponsorship winner of MG Motors Vadodara Marathon with engagements of 10,00,000 Runners
- ✓ Successful Worked on new idea brand banqueting – The **Grand Vivah** - "Launch of the hotel revamped social banqueting".
- ✓ 2018-19: Proudly served President of India Mr. Ramnath Kovind with excellence at "Statue of Unity", in-flight catering for Prime minister of India Mr. Narendra Modi, Ex. Defense Minister of India Ms. Nirmla Sitaraman.

● Finance & Audits

- ✓ Risk Analytics.
- ✓ New Opportunity Analysis
- ✓ Budget Management
- ✓ P & L Management
- ✓ GOP , NOP , EBITDA.

● Assets Management

- ✓ Engineering Controls System
- ✓ Project Work Assessment
- ✓ R & M Controls & Compliance
- ✓ Maintenance Audits

● Computer Skills

- ✓ MS -word.
- ✓ IDS , Opera , THM
- ✓ PowerPoint ,
- ✓ Basic MS Excel,
- ✓ Social networking

● Business Development

- ✓ Strategically on MPI, AGI, ARI
- ✓ MICE & ODC Business
- ✓ Modern Business Networking
- ✓ Distribution & Loyalty Business

● HR & Administration

- ✓ HR Development
- ✓ Hiring & Pay Packages
- ✓ HOD & Executive Trainings
- ✓ Performance Management
- ✓ Grooming & Hygiene Audits
- ✓ Welfare, Safety & Wellbeing

Education

Ph.D. Scholar - 2021-2024.

Janardan Rai Nagar Rajasthan Vidyapeeth University – Udaipur.

PG - DTHM, Srinivas College of Hotel Management Mangalore University

PG - DIB, Commerce College
M.L. Sukhadia University: Udaipur

MBA (Marketing / Human Resources)
University of California: Newport: USA

IHM - FCI, Udaipur

Hotel Management Specialised in Front Office Operations & Hotel Accounts.

Bachelor of commerce (H)

M.L. Sukhadia University: Udaipur

Professional Certifications

Certified Executive Program in

Strategic HR & Applied Analytics.

- IIM - Rohtak - 2023

Certificate in HR Management

- Berlin Germany - 2020

COVID - 19 "New Normal"

- Accor "HOD"s Trainer - 2020

General Manager - Accor Hotels.

Sept. 2016 – Oct. 2018.

Ibis Hotel | Jaipur , India.

Key Responsibilities:

Team Leader - Hotel Operations Management | Budget | Financial Reviews | Brand alignment | Operations Audits | Administration | Director for Sales & Marketing | Conferencing | Business Development | Guest Feed Back | Revenue Management | Asset Management | Business with Domestic & Foreign Tour Operators - Leisure Tourism Management.

- Managed Hotel with 146 Rooms with 7 HOD and 4 supporting managers with 65 team members.
- Directly responsible for handling all day to day operations i.e. Front Office, F & B , Sales & Marketing, Revenue Management, and Public Relations.
- Developed strong relationship between owners and operating company.

Achievement

- ✓ Hotel GOL turned in to GOP : PWC Audit – 98% : Hygiene Audit – 92% : HSE Audit – 85% Revenue Growth over 2016 -17 by Rs. 13%, GOP Growth over 2016 by 143 %, ARR Growth over 2016 by 17%, Rev Par growth over 2016 by 17%
- ✓ Flow Thru against LY (2016 - 2017): (EOM): 49%
- ✓ 2017-18: Recognized in Excellence for payroll Management – Economy Hotels by AAPC - INDIA.
- ✓ 2017-18: Hotel Awarded with corporate Super Star award (KURJA) from Color Plus for empowering women in hospitality work place.
- ✓ 2017-18: Best hospitality person award from IIHM Hospitality School.

General Manager - Accor Hotels

Mar. 2015 – Sept. 2016.

Ibis Hotel | Nasik, India.

Key Responsibilities:

Being General Manager, I was in charge for 123 Rooms & Conferencing, revenue growth, operations, upkeep, positioning of the hotel along with maintain the effective cost management.

- Managing the Unit with 5 HOD and 4 supporting managers with 65 team members.
- Directly responsible for handling all day to day operations i.e. Front Office, F & B , Sales & Marketing, Revenue Management, and Public Relations.
- Worked closely with Sales team and made hotel no-1 in its competition set.
- Developed strong relationship between owners and operating company.

Achievement

- Hotel Stands at No- 1 in MPI, RGI and ARI in its competition set of hotels.
- GOP exceeded in 2015 by 41 % over the last year 2014.
- VOG / NPS Scores at 54Pts. Achieved highest in "IBIS hotels" in India.
- Trip Advisor ranking at No 3 in Nashik.
- Flow thru 75% and cost retentions against budget 61%.
- Excellent upkeep and maintenance of the property with best practices.
- Developed strong relationship between owners and operating company.
- ✓ 2015-16: Customer Choice Awards (Booking .com).
- ✓ 2015-16: Best Mid-Market Business Hotel (West India Travel Awards, Pune)
- ✓ 2015-16: Consistent "Winner of Excellence" in trip Advisor Ranking, last 5 years from 2011 onwards.

General Manager - Accor Hotels

Aug. 2012 – Mar. 2015.

Mercure Hotel | Hyderabad, India.

Key Responsibilities:

As the unit head, I provided leadership to position the company at the forefront of the industry. I developed a strategic plan to advance the company's mission and vision, promoting revenue growth and profitability. I oversaw operations to ensure productivity efficiency, quality service, guest retention, and cost-effective management of resources.

- Managing the Unit with 6 HOD and 4 supporting managers with 127 team members.
- Handled daily hotel operations, closely monitored top line revenues and rationalize expenses along with every HOD and given stable profitability to the unit.
- Worked closely with Sales team and made hotel no-1 in its competition set.
- Developed strong relationship between owners and operating company.

Achievements

- ✓ Trip Advisor Ranking 34 / 438 Hotels in Hyderabad.
- ✓ 2012-13: Business Hotel of the year. (Golden Star Award)
- ✓ 2012-13: Hospitality Leadership Excellency award (Golden Star Award)
- ✓ 2013-14: Best Vegetarian Hotel award - Andhra-Pradesh. (South India tourism Awards)
- ✓ 2013-14: Best Price Business Hotel of the year. (Hospitality India Award)

Accor Académie

- The Coaching Clinic – 2016
- Crises Management - 2015
- RM Pass - Calculation 2014
- RM Pass - Charter – 2014

Carlson Hotels: USA

- Radisson Hotel - Revenue & online distribution Management 2007

Language known

- English | Hindi,
- Gujarati | Marwari | Mewari.

My Projects

- “A Study of an issue, How to stop / minimise Sales & Marketing Employees attrition and increase / insure retention of employees at all levels with reference to the hospitality Industry”.
(Under Process)
- Projects: “Managing Human Resources in the New Millennium” 2001 -2002
- Projects: “Contribution of Travel & Tourism to Foreign exchange earning in India” 2000 -2001
- Projects: “Demand estimation of Pager and Paging services in Bhilwara, Rajasthan - Market Survey”- 1999 -2000
- Projects: “Marketing of Hotels & Services through Front Office Department” - 1995 - 1997
- Projects: “Training Manual” for Front Office Department at The Lake Palace Udaipur - 1992.

My Strength

- Focused, committed, and a strong professional team player. Follow Hospitality business with discipline.
- Good Communication skills, Story teller, Adaptability, Patience, and applying Logical Mind in Crisis.
- Handle work pressure effectively, straightforwardly, and with open-mind.
- I wish to see anything through and to learn from anything to everything with a practical approach.
- Identifying and solving problems,
- Turning ideas into logical strategies

My Weakness

- Restlessness, Humble,
- Soft Spoken and Humanity.

My Interest & Hobbies

- Cooking - I love cooking traditional Indian Vegetarian Food.
- Indian vegetarian Food Recipe Designer | Food Stylist.

General Manager - Concept Hospitality

Apr. 2012 – Aug. 2012.

The Fern Citadel | Bangalore, India.

Key Responsibilities:

Managing Hotel Operations | HR & Administrations | Profitability | Sales & Marketing | Owner Relations | Business Risk Analysis | Brand Compliance

- Worked along with and Overview 14 HOD and 180 Team members. Revamp the Hotel Team and its operations with 154 members.
- Primarily responsible for operations set up and development of sales & marketing regional office in Bangalore.
- Consistency in business growth delivered and introduced New Eco friendly amenities for guest usages.
- Increase the Asset value by aggressive upkeep and maintenance of the hotel.

Other Work Experiences

Director of Sales & Marketing - Golkonda Hospitality Feb. 2011 – Mar. 2012.

- Golkonda Hotel | Hyderabad, India.
- Golkonda Resort | Hyderabad, India.

Achievements

- ✓ 2011-12: Best Hyderabadi Biryani Award (Times of India Group)
- ✓ 2011-12: Best Business Hotel (IITM at Bangalore and Hyderabad)
- ✓ 2011-12: Best 4 Star Business Hotel Awarded (A. P. Tourism).
- ✓ 2011-12: Best Business hotel award (Golden Star award).

Resident Manager / RDM –Elecon Hospitality

Feb. 2010 – Feb. 2011.

Madhubhan Resort & Spa - Anand, Gujarat, India

Sales & Marketing Manager - ITC Hotels Limited

Jun. 2009 – Feb. 2010.

- Fortune Select Metropolitan - Jaipur, India (Pre-opening)
- Fortune Park Bela-Casa – Jaipur, India

Director – Sales & Marketing (Pre-opening)

Apr.2009 – Jun. 2009.

- St. Lurn Hotel & towers - Ahmadabad, India (Now WelcomHotel)

Associate Director: Sales & Revenue Generation

May 2005 – Apr. 2009.

- Radisson Blu Plaza Resort & Spa – Udaipur, India (Pre-opening)
- SM - Country Inn & Suites By Carlson – Jaipur - India. (Now Radisson) (Pre-opening)

Achievements

- ✓ 2006-08: Various “**Bravo Award winner**” from GM office and Carlson Hotels Asia Pacific from Singapore Office.
- ✓ 2007-08: CIS - Jaipur (Now Radisson) was awarded the “**Carlson Hotels President’s award**” in the Carlson’s USA ; Global Business Conference at Las Vegas for displaying outstanding sales & marketing efforts, high level of commitment to guest service, and exceptional financial success.

Sales & Marketing Manager - ITC Hotels Ltd

Dec. 2002 – Apr. 2005.

- WelcomHotel Rama International - Aurangabad. India

Asst. Manager – Sales (Airport Hotel)

Jun. 2002 – Nov. 2002.

- The Pride Hotel – Nagpur, India

Asst. Manager – Sales & Network Development

Jan. 1997 – Jun. 2000.

- Punwire Mobile Communications Ltd – Mohali – Punjab - India.
- ✓ Awarded for “**Highest Channel Sales & Revenue Collection Manager**” for 3 years

Hotel Operation Executive – IHCL Group of Hotels

Jun. 1995: Sept. 1996.

- The Taj. Lake Palace - Udaipur. INDIA (MBA - Marketing Internship)

Front Office Operations – ITC Hotels Ltd (Pre-opening)

Aug. 1992 – May 1995.

- Front Office | Sales | Finance - Bills Receivables | Finance - F & B Controls.
- ITC (Welcomgroup) Rajputana Palace Sheraton - Jaipur, India

Finance & Audit Assistant

Nov. 1990 – May 1991.

- CA - R. L. Kunwat & Company - Tax Consultant & Advisor, Udaipur.
