



# Deepak Sharma

GENERAL MANAGER

## ABOUT ME

- Offering over 18 years of experience in utilizing in-depth knowledge of hotels & resorts.
- A Qualified Professional who seeks to leverage experience and business acumen as well as learn from accomplished peers, while continuing to work in the industry.
- Driving turnaround to profitability for ailing properties / units and proven experience in adding revenues to the bottom line and P & L.

## CORE COMPETENCIES

- General Administration
- Business Development
- Training & Development
- Marketing
- Cost Control
- Customer Relationship Management
- Hotel Operations
- Strategic Planning
- Team Building
- Budgeting
- Quality Assurance

## EDUCATION

- 3 years Diploma in Hotel Management - 2002
- MBA in Finance from ISME - 2019

## OTHER KNOWLEDGE

- Year Initiation course in French Language - 2001
- 1 years Diploma in Computer Application - 2004

## LANGUAGE

- English
- Hindi

## CONTACT

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 Jammu (Tawi) : 180002

## PROFESSIONAL JOURNEY



## EXPERIENCE

### • General Manager

At Lords Hotels & Resort, April 2019 - present

### • Operations Manager

At Ramada KC City Centre, Inc., Dec 2017 - Dec 2018

### • Front Office Manager

Mahagun Sarovar Portico, Inc. Aug 2016 -Dec 2017

The Lalit Grand Palace, Srinagar, Inc. Mar 2015 - July 2016

Park Plaza Chandigarh, Inc . May 2014 Till Mar 2015

### • ASST. FRONT OFFICE MANAGER & FRONT OFFICE MANAGER

Pride KC Hotel & Spa , inC. April 2012 - April 2014

### DUTY MANAGER & ASST. FRONT OFFICE MANAGER

The Lalit Grand Palace, Srinagar, Inc. July 2008 - August 2011

## HOBBIES

- Travelling
- Reading Books
- Playing Cricket

## REFERENCES

### Rakesh Dogra

General Manager - Operations Gujarat Reion Royal Orchid Hotels

📞 +91 7984867917

### Sanjay Wadhwa

General Manager - Development Sarovar Hotels & Resorts

📞 +91 9458172777

# EXPERIENCE

## General Manager

At Lords Hotels & Resort, April 2019 - present

### Revenue & Finance focus:

Motivating Front Desk team to up sell and sell on rack rates by consistently recognizing them and rewarding the team members leading the chart. Same is carried out in F&B on the up-selling specialty restaurants and expensive wines.

- ⇒ Ensure strong follow up mechanism to ensure we have bare minimum No show guests and if at all there is any than the provision to charge them. Also, strict cut off follow up for the groups as per policy.
- ⇒ Maintaining rate parity and competitive rates as per market dynamics to enhance the online and GDS productivity. Also, actively participating in special promotions to take the advantage during lean period.
- ⇒ Participate in weekly credit meeting. Ensure string follow up on the bills on hold.
- ⇒ Motivate and engage with the HODs to drive the cost efficiency initiatives.
- ⇒ Ensure monthly departmental P&L review for each of the department.

### Guest Focus:

- ⇒ Developed special stay experience for the "Single lady traveler"; "Honeymoon couple"; "Guest staying to celebrate special occasion".
- ⇒ Ensuring constant engagement of the Front desk, Restaurant & Chefs team with the guests to understand their requirements and assist them in a more personalized manner.
- ⇒ Training the team and monitoring daily as the first thing in the morning that the guest issues are most efficiently resolved, and service recovery is carried in order to not to lose them for future.
- ⇒ Started initiatives like- "In car check in", "We Care" & "Know your Guest" as the few successful initiative being followed over more than two years now to ensure warm, friendly & personalized service for the guests.
- ⇒ Liaison with local administration like - FRRO, Local Police etc. to utilize them to our advantage as and when required for the hotel or its guests.

### Process Focus:

- ⇒ Identifying key processes; developing standard operating procedures; ensuring right forms, formats and other business excellence tools required for the functioning of each department under my span of control.
- ⇒ Developing new service experiences & product improvements by way of keeping me updated with the latest industry trends to ensure that our service standards and product is upgraded from time to time to stay ahead of competition.
- ⇒ Developing audit checklists for each department and also in having the surprise audits conducted to assess the service standards.
- ⇒ Monitoring; mentoring and carry out fine-tuning of the operations to achieve the results as per the targets.
- ⇒ Interface with the corporate office on the compliances for the Rooms division related to - service delivery mechanism; manpower management; staff training; collateral supplies co-ordination and annual budgeting.
- ⇒ Identifying & constitute control measures to check effectiveness of processes & service delivery at various touch points on a day-to-day basis in the form of KPIs. The results further help in decision making to drive process improvement & cross functional improvement utilizing quality tools.
- ⇒ Improved processes like - Mini bar posting, cashier shift closing, Night auditing & controls, Transport request registration, no show charge, Amenity delivery, Guest Internet charges, fond farewell, Lost and found procedures, pre-event preparations for the banquet events, food displays at restaurants and banquets, implementing internal credit for value added services in line with uniform system of accounting etc

## People Engagement:

- ⇒ Developing training schedule followed by tracking each individual's training progress on the matrix to ensure 100% coverage of the schedule. This is further strengthened by carrying out assessments to ensure well trained team at all times and ensure consistency of the processes.
- ⇒ Developing the fact-based performance tracking mechanisms to ensure transparency in the appraisals and to also help in ensuring systematic growth and development plan for the deserving team members. This fosters team engagement and drive higher efficiency from the teams.
- ⇒ Team engagement through job chats; career aspirations discussion & ensuring need-based training for each individual.
- ⇒ Implementing the Multi-tasking concept to mitigate the risk arising from high attrition.

## Operations Manager

At Ramada KC City Centre, Inc., Dec 2017  
- Dec 2018

- ⇒ Participates in the development of business strategies for the hotel which are aligned with Ramada's overall mission, vision, values & strategies.
- ⇒ Maximizes profitability and revenue by directing the operation of the Room Division.
- ⇒ Achieves goal for RevPAR by developing and implementing yield management strategies to increase occupancy and average rates.
- ⇒ Achieves customer and satisfaction and revenue goals by supervising sale and front office operations.
- ⇒ Develops and implement strategies to achieve goals for willingness to return customer complaints and the customer comment index.
- ⇒ Creates 100% guest satisfaction by providing the experience through performance that demonstrates the standard of genuine hospitality and exceeding guest expectations. Provides employees with the training and resources they need to maximize employee engagement and deliver positive service and teamwork.
- ⇒ Adhere to the hotel moto of "Power of Now" & procedures to ensure WOW experience for the guest.
- ⇒ Evaluate employee performance and provide immediate feedback to improve productivity and recognize positive performance.
- ⇒ Perform all other job-related duties as requested.

⇒ Works in conjunction with the owner to manage key property issues (Included capital projects and Pre-Opening Phase and Post Opening Phase (Ramada – KC City Centre, Jammu)

### Key Result Areas

- Provide information to different heads in written, telephonic, email or in person.
- Updating ownership on pre-opening activities and obtaining ownership approval for any positions that require their approval as stated in the hotel management agreement

### Finance:

- Budget preparation for the Pre & Post opening phase
- Developing and implementing the business strategies for the hotel.