

## ROHIT ARORA

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### Profile Summary

Lean Certified professional, dedicated towards strengthening companies to lead in highly competitive markets and delivering innovative sales & operation, concepts & strategies; targeting senior level assignments in Business Operations. Developed & deployed quarterly & annual plans, programs and policies for company; budgets preparation, forecasting of sales targets and so on.

### Core Competencies

<i>Strategic Planning</i>	<i>Sales &amp; Marketing</i>	<i>Business Development</i>
<i>Channel Management</i>	<i>Operations Management</i>	<i>Market Research / Penetration</i>
<i>Customer Relationship</i>	<i>Team Management</i>	<i>SLA &amp; KPI Management</i>

### Organizational Experience

#### Assistant Manager, Aug' 21 – Present

##### Genpact India Pvt. Ltd., Delhi NCR India

- Established monthly goals, communicating priorities to staff and closely tracking progress to achieve success.
- Scheduled weekly projects, anticipating timelines for milestones and completion dates.
- Resolve operational issues as well as implement new process & procedure changes
- Ensuring a high-quality customer experience (CSAT)
- Identifying and implementing strategies for building team effectiveness
- Formulating, monitoring & measuring the process SLA's & KPI's
- Process Improvement
- SOP Formulation
- Mentoring Team – Process Training, Career Guiding, Identifying & Recruited high-performing candidate as per project requirement, etc.
- Maintained positive, professional working environment to optimism staff and customer satisfaction.

#### Business Manager – North India, Sep' 18 – May' 21

##### Duet India Hotels Pvt. Ltd, Delhi NCR India

- Responsible for Sales & Marketing for 6 hotels operational in 5 cities across India operating under Marriott brand.
- Managed customer relationships through consultative sales techniques to attain individual as well as team sales target.
- Overhauled lead generation procedures to trigger growth in territory.
- Perform accuracy checks on deals before closure and validating the contracts terms & conditions by Sales team
- Studied competitors to develop innovative selling strategies.
- Conceptualizing & implementing competent strategies.
- Achieved the desired GOP & ADR.
- Liaising with different departments to develop/ cascade the right level of understanding

#### Sr. Sales Manager, Feb' 18 - Sep' 18

##### Hotel Radisson Blu Plaza Delhi Airport, Delhi NCR India

- Retained existing customers and substantially grew customer base, product line and sales volume.
- Managed relationship building between company and potential clients.
- Created strategic sales plans, designed to increase sales, customer loyalty and market awareness.
- Forecasted product sales and achieved quarterly and annual sales objectives.
- Increased profitability by developing pipelines utilizing multiple marketing channels and sales strategies.
- Maintain monthly / yearly sales report and comparative productivity study.

#### Manager – Inbound, Russia & CIS, Aug' 09 - Feb' 18

##### Yatra Exotic Routes c/o Yatra.com Pvt. Ltd, Delhi NCR India

- Responsible for Sales & Promotion of the company in Russia, CIS & Baltic region.

- Actively participate and represent the company in various international travel trade fairs
- Rolled-out new destinations and promoting the same as per country specific demands/behaviours
- Built a strong channel network for achieving greater market reach and penetration
- Complete closure of Sales cycles right from lead generation to payment receipt
- Negotiated with suppliers and vendors to obtaining best deals though excellent persuasive skills.
- Ensured company received best deals and prices for services by completing in-depth analyses of contracts.
- People management (hiring, training, career pathing etc)

#### **Team Associate, Aug' 07 - Aug' 09**

##### **Kuoni Destination Management, Delhi NCR India**

- Responsible for handling backend operations.
- Contract negotiations with the hotels & suppliers as per historical market demand
- Maintaining GOP
- Actively managed reputed events like IHGF Autumn '06; Alop Asia; Tech summit; Pravasi Bhartiya divas '07 IMTEX '07; SPRING '07; IEC
- Registration of Conference delegates and simultaneously promoting Pre & Post tours at venue

#### **Education**

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Institute	Course	Period
Kuoni Academy of Travel, New Delhi	PGDTTM	2005-2006
Kuoni Academy of Travel, New Delhi	CRS	2005-2005
Khalsa College, Delhi University	B.B. E	2002-2005
Manav Sthali School, New Delhi	AISSCE (CBSE)	2001-2002
Manav Sthali School, New Delhi	AISSE (CBSE)	1999-2000

#### **Technical Skills**

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- MS Office Suite (MS Word, MS Excel, Powerpoint, etc)
- Smartsheet
- Oracle & Salesforce

#### **Personal Details**

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Date of Birth: 16<sup>th</sup> January 1984

Languages Known: English & Hindi.

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