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# Vaibhav Jain

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## Experience

### **2008 September – present ( May 2011) – Indian Hotels Company Limited( Taj Group Of Hotels, India)**

#### **Director of Sales – New Delhi.**

- Supervising all Field sales teams of the Taj Based out of the Delhi Regional Sales Office.
- Key segments include Corporate accounts (subdivided into 02 large teams Key National Accounts and developing Commercial Accounts), Diplomatic Missions, Conference sales team, Social Segment.
- **Key activities include –**
  - **Planning and setting annual strategy**, goals and targets for both Inbound and outbound business.
  - **Setting effort targets** to achieve the above goals.
  - **Monitoring the progress on sales plans** short term and annual.
  - **Engage internally** with revenue and unit teams to formulate and regulate pricing trends for the chain's key properties.
  - **Liase with Operation heads** to ensure the service promise is delivered to the markets that we operate in.
  - **Managing all human resource activities** like resource deployment, hiring, developing, training and counseling for team leaders and associates.
  - **Engage in Industry forums.**
  - **Evaluate and advise on sales feasibilities on new project options.**
  - **Analyse and communicate trends in the market and feeder segments to both unit teams and field sales.**

### **2005 May – 2008 August - American Express Global Corporate Services, India.( May 2005 –Feb. 2007, Band 30, Feb 2007 – August 2008 ,Band 35)**

#### **Strategic Sales Manager – Large Market Acquisition Team, India**

- **Responsible for acquiring large market accounts** based in North India, for American Express' proprietary Expense management solutions.
- **Source and Acquire new prospects** for the Franchise, which build a future base for revenues.
- **Identify new opportunities within existing customer base** to increase share of wallet.
- **Engage in consulting activities on Travel and Entertainment expense** management systems and best practices with existing customers.
- **Manage a diverse pipeline** amounting to USD100 million in opportunities, spread across key Industry segments.
- **Engaged in mindset change activities in the Indian corporate market**, which is primarily, operates on manual Accounts payable systems through traditional instruments like cash and cheque payments.
- **Undertake aggressive prospecting activities** in the rapidly growing Indian Market to enlarge our opportunity spectrum in the marketplace.

- **Major clients acquired** – HCL Comnet, Birlasoft, Orange, Bharti Enterprises, United Health Group, Xansa technologies.
- **Major client engagements for the coming year** – NIIT, HCL Technologies, Ranbaxy Laboratories, E&Y, Havells, Apollo Tyres.
- **Formed key relationships with Travel Management Companies** like FCM, Jet ways travels, Carlson Wagonlit Travels, Cox and Kings, TCI and New Airways, to jointly prospect and acquire large Corporates.
- **Engaged with the PSU segment** to better understand their travel processes and identify opportunities from our perspective.

### **2003 July –2005 March – Taj Hotels, Palaces and Resorts, New Delhi.**

#### **Deputy Sales Manager – National Accounts**

- Key account management for top accounts of the Taj group of hotels.
- Current accounts include **CII, Samsung Corporation, ONGC, SAIL, Intel Corporation, Hutchison Max Telecom, BBC, Rolls Royce India, All UN Bodies based in Delhi, International Finance Corporation.**
- Achieved and surpassed an individual revenue target of Rs.7.5 crores (USD1.6 million) for the year 2003-2004 for the chain.
- Major Job responsibilities include retention of key users and acquisition of competition users.
- Create and extensively utilize various platforms for multi level networking.
- Research, map and capitalize opportunities to increase the share of wallet from the above accounts.

### **2002 January –2003 June- Taj Palace Hotel**

#### **Manager – Sales, Taj Convention Center, Taj Palace Hotel**

##### ➤ **Headed the Banquet Sales function at the Taj Palace Hotel:**

- Managing a team of 8 sales persons.
- Handling 3 major market segments with sub teams.
- Liaising with Internal departments and other sales offices across the country.
- Responsible for strategic planning, segment wise, preparation of annual budgets for the department and the sales and marketing plan. This was in conjunction with the Unit sales Plans

##### ➤ **Revenue Management activities:**

- Responsible for achievement Annual team Budget of Rs.20 crores. (USD4.5 million) The growth for the Strategic Business Unit was RS 4 crores for the year over the previous year.
- Setting up revenue management systems for the SBU.
- Responsible for maximizing the segment yields over high demand periods.
- Inventory Control along with the rooms division to maximize their total hotel revenue.
- Started the system of selling Banquet halls and rooms as a comprehensive package, and not separately.
- Set up systems for Lead time management.
- Created a balance between market segments to optimize revenues.

##### ➤ **Individual Sales Function:**

- **Area of Direct responsibility - comprised of relationship building and providing of conference solutions for:**
  - Key corporate accounts like Microsoft, Intel, India Today, Times of India Group,
  - Ministry of external Affairs, Ministry of Finance.

- NGO's like UN Bodies, World Bank and WHO
  - Associations and Chambers of commerce like CII, FICCI ASSOCHAM.
  - **International Conferences for the Taj Palace Hotel.**
- **Training and Human Resource Development activities in the department.**
- **Development and deployment of office systems and Procedures.**

### **1999 September –2001 December - Taj Palace Hotel**

#### **Assistant Manager - Sales**

- Directly responsible for **International Conference and Meetings sales** for the Taj Palace Hotel, this is a premium convention hotel in the city of Delhi.
- **Responsible for segment growth from an annual figure of Rs.1.75 (USD 350,000) crores in 1999 to Rs.4.5 (USD 1000, 000) crores in 2001.**
- The bidding, contracting and operational processes for the International conferences were singularly handled.
- Actively involved in coordinating the operations of the Conference Management.
- Departmental trainer for the Convention center sales Office.

### **1998 September –1999 September - Taj Palace Hotel**

#### **Management Trainee**

- Cross Trained across core operations and support departments in 3 luxury brand hotels of the Taj Group Of Hotels.
- Underwent various Management development programs on subjects like
  - Team Building.
  - Ethics in Management.
  - Time management.
  - Goal setting.

## **Education**

**2011- Certificate in Hospitality Marketing from Cornell University.**

**2003 – IRDA certified training in Life Insurance.**

**2001- 2002 University Of Huddersfield U.K**

- B.A Hon ours in Hotel Management
- Dissertation Subject – **“Impact of Organization Culture on implementation of Quality Models”**

**1998 Indian Institute of Quality - Jaipur**

- Certificate Course in ISO 9001 for Hospitality Industry

**1995-1998 Indian Institute of Hotel Management, Aurangabad**

- Diploma in Hotel Management with an aggregate of 71%.
- **Diploma In Hotel Management from American Hotel and Motel Association ( AH&MA).**

## **Date Of Birth**

**14<sup>th</sup> September 1977**

**Interests**

**Reading books** - Fiction, Short stories, Classics, Management, and Biographies.

**Music** – Instrumental – Basic Sitar .

**Writing** - Primarily Hindi poetry

**Dramatics** - Scripting and Acting

**Cooking**- Primarily continental

**Travel** – New destinations.

**Learning to play** – Football and Golf.