

Urvi Ruparel

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Background

The qualities that best speak about me are hardworking, adaptable, persistent, focused with strong relationship building skills. These qualities allow me to undertake and execute various roles successfully with immense confidence and panache. My objective is to seek the next step as a business professional with leading organisation that prides itself on impeccable quality and service standards.

Skills

- **Strong Communication:** Able to develop detailed and focused written communications for specified target market and professionally present them
- **Analytical Mind:** Able to analyse circumstances and formulate strategies on case-to-case basis
- **Business Acumen:** Able to measure situations backed with strong financial analysis
- **Coordination:** Ability to coordinate projects requiring management involvement within specified timeline
- **Team Player:** Ready with a helping hand whenever required

Work Experience

Business Development Manager

Spotless Facility Services NZ Limited trading as Alliance Catering - April 2011 to Present

Territories covered: Lower North Island (Wellington to Hawkes Bay) and South Island

New business acquisitions include:

- **Southern Cross Hospital, Wellington:** Contract value: \$900,000
- **Solway College, Masterton:** Contract value: \$1.4 million
- **New Zealand Transport Agency, Palmerston North:** Contract value: \$730,000
- **Woodford House (College), Havelock North:** Contract value: \$2million
- **Inland Revenue Department, Upper Hutt:** Contract value: \$ 340,000
- **Foodstuffs Ltd., Silverstream:** Contract value: \$1million

Re-tender business acquisitions include:

- **Open Polytechnic, Lower Hutt:** Contract value: \$950,000
- **St Bede's College, Christchurch:** Contract value: \$2.17 million

Strategic operational responsibilities include:

- Maintaining and developing database for each business sector in the specified territory
- Follow-up on new business opportunities
- Ensuring all opportunities qualify for financial and strategic relevance
- Identifying key influencing stakeholders in the prospective organisation and building relationships
- Prepare, along with the Operations team, accurate financial forecasts and business initiative summaries for all proposal/ tender submissions in accordance with company guidelines
- Develop high quality, accurate and timely tender responses
- Presenting clients with proposals and product presentations. Clients usually include:
 - Board of Directors / Board of Trustees
 - Head of Schools / Principal / Bursars
 - Procurement / Facilities Management Team
 - Village Managers / Senior Management Team
- Enhance marketing communication on a regular basis by preparation of services brochures
- Continuous liaison with operations team to initiate mobilisation on successful business acquisitions
- Undertaking benchmarking exercise of current operations to ensure accurate pricing to prospects in terms of contract costing
- Participating in various tradeshows and events to increase client visibility in each sector

Functions and Event Sales Coordinator - New Zealand Parliament

Spotless Facility Services NZ Ltd., trading as Epicure Catering - May 2010 to April 2011

Background: Epicure Catering provides contracted catering services to the New Zealand Parliament. The primary revenue stream is parliamentary functions involving local and foreign political dignitaries, thus operating in an extremely busy and high-pressure political environment.

Performance wins included:

- Streamlining function sales processes and systems within three months to achieve higher productivity
- Developing a 'Standard Operating Procedures' Manual for the operations and function sales team
- Successfully coordinated:
 - Luncheon organised by the Visits and Ceremonial Office for Mrs Hillary Clinton to New Zealand
 - Two Winemaker's Dinners organised by the Speaker of the House then Dr The Right Honourable Lockwood Smith along with Epicure Catering

Strategic operational responsibility included:

- Ensuring effective communication between client and operations (kitchen and service) to ascertain smooth delivery of functions met with all the indicated key performance indicators of the contract
- Proposing and implement solutions to improve effectiveness of the coordination role
- Liaising with Visits and Ceremonial Office and Ministerial Office Secretaries to help them organise and execute their VIP and Heads of Government Visits

Assistant Sales Manager

ITC Grand Central, The Luxury Collection - Mumbai, India - August 2004 to February 2007

Background: ITC Hotel, The Luxury Collection in Mumbai did not deal with travel agents. I was appointed as the first Sales Executive for all the travel agents as a prime initiative to acquire and grow business in this sector. Business materialisation from this sector was always difficult but I achieved a commendable success.

Business wins included:

- Generated 12% of total corporate room sales per night from the allocated business territory, achieved targets for 85% of the service duration
- Le Passage To India: Generated hotel's first travel agency business of Indian Rupees 500,000
- Various: Acquired **\$1.6 million** worth of room revenue from various travel agencies over a period of five nights
- Successfully organised and managed travel trade show initiated by Starwood Hotels for all Asia-Pacific Sales and Marketing Managers
- Managed high-profile residential Asia-Pacific Unilever conference of \$ 85000 (120 room for four nights with conferencing facilities)
- Converted a potential valley period into an revenue-generating period by acquiring a block room booking of 55 rooms

Strategic operational responsibilities:

- Successfully managed travel agent portfolio consisting of Kuoni Travels, Thomas Cook, Travel Corporation of India, Tamarind Tours and Le Passage to India
- Successfully managed client portfolio consisting of major corporates like ABN AMRO, JP Morgan, Accenture, Morgan Stanley, Unilever, PricewaterhouseCoopers, McKinsey and Co., Boston Consulting Group, DSP Merrill Lynch and Reliance Industries
- Developed room sales for the hotel with a single focus of maximising average room revenue (ARR), revenue per available room (RevPAR) and occupancy
- Procurement, development and retention of client base through business development and account management
- Building multi-layered relationships within corporate organisations to ensure business continuation
- Contracting room rates with clients as per business norms
- Responsible for preparation and presentation of budgets to Sales and Marketing Manager and General Manager of the hotel each year
- Assisting the Sales and Marketing Manager in Mystery Shopper Calls and Global Distribution System room rate mapping for the competitive set

Education

- 2009 - **Master of Business Administration** (with Distinction) from Les Roches International School of Hotel Management, Switzerland.
- 2003 - **Diploma in Hotel Management** from Les Roches International School of Hotel Management, Switzerland.

Additional Management Workshops

- **Influencing people and Negotiating** workshop from AUT whilst at Spotless
- **Leading and Managing Skills** workshop from AUT whilst at Spotless
- **Miller Heiman's Strategic Selling** workshop whilst at Spotless
- **Vulnerable Employees** workshop whilst at Spotless

Academic Achievements

- **MBA dissertation** – “A study related to preferential reservation methods used by business travellers in Mumbai while making hotel reservations in relation to generation cohorts”
- Successfully achieved a degree of - “Associate of Science in Food and Beverage Operation”

Internship Experience

- Reservations Trainee – J.W. Marriott, Mumbai (IN) – December 2002 to June 2003
- Food & Beverage Trainee – Renaissance Reading Hotel, Reading (UK) – December 2001 to June 2002
- Food & Beverage Trainee – Grand Hôtel des Bains, Switzerland – December 2000 to June 2001

Personal Interests

- I like learning foreign languages and am fluent in French and have basic understanding of German.
- I enjoy reading and travelling in my leisure time.

References

Available on Request