# BHARAT

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## CAREER OBJECTIVE AND PROFILE

Professional with proven track record in Sales and Marketing handled various roles in Customer Service, Facility Management, Hospitality, Consumer Relationship and Brand Development. Demonstrated abilities in expanding the market with sustainable financial growth, brand building, generating new business and targeting the potential customers

\*Facility Management \* Hospitality Management

\*Customer Service \* Sales and Marketing

\*Team Management \* Product and Brand Development

## PROFESSIONAL EXPERIENCE

## WIPRO LTD Brantford, Canada May 2012 – Dec 2016

*Wipro Ltd is a global information technology, consulting and outsourcing company with 170,000+ workforce serving clients in 175+ cities across 6 continents.*

**Facilities Specialist** Facility Management Group

Responsible for initial setup of Wipro contact centre in Brantford which started with 100 seats capacity and grew up to 450 seats.

* Facility Management: Draft office procedures and systems and ensure smooth office operations and daily administration of facility.
* Vendor Management: Identification, evaluation and management of all vendors while monitoring their performance against developed Standard operating procedure.
* Cost Optimization: Explore opportunities for operational cost optimization, research and analyse routine administrative projects of Facility.
* Operation: Directing, coordinating and planning essential central services such as reception, security, maintenance, mail, archiving, cleaning, catering, waste disposal and recycling.
* Space management: Planning best allocation and utilization of space and resources for new business or re-organizing current premises.

## TD CANADA TRUST Paris Canada Jan 2011 – Jan 2012

*Headquartered in Toronto, Canada, with more than 85,000 employees in offices around the world, The Toronto-Dominion Bank and its subsidiaries are collectively known as TD Bank Group (TD).*

**Customer Service Team** Retail Banking

* Working as team and focus to improving customer service procedures, policies and standards for your organisation or department.
* Responsible for the smooth operation of customers processing transactions in an efficient, accurate and friendly manner.
* Recognizing and responding to customer’s needs, identify opportunities to sell TD Canada Trust products and services.
* Investigating and solving customer’s problems, which may be complex or long-standing problems that have been passed on by customer service assistants.

## HAMPTON INN by HILTON Brantford Aug 2010- Jan 2011

*Hampton by Hilton® is about celebration and diversity – embracing local culture and giving guests a true experience during their stay. Guests experience service backed by more than 2,000 hotels globally and growing*

**Assistant Manager (Guest Services)**

* Handling front desk team in different shifts to ensure an optimal level of service and hospitality is provided to the guests.
* Controls cash transactions at the front desk and maintains complete responsibility for personal bank as specified by hotel agreement policy.
* Supervise daily shift process ensuring all team members adhere to standard operating procedures and maintains a friendly, cheerful and courteous at all time.
* Train, direct the work of, resolve issues/problems and coach and counsel the front desk team members to ensure a quality operation.
* Build strong relationships and liaise with all other department's especially housekeeping, reservations etc.

## ABU DHABI NATIONAL HOTELS Abu Dhabi UAE Feb 2002 - Jun 2010

*UAE based share holding company. The company owns and manages hotels, Resorts and Palace Operations and their other divisions are Catering, Sunshine Tour, Transportation, In-flight catering and Duty Free shops at Abu Dhabi Airport.*

**Sales & Marketing Manager** (Beverages)

* Develop Relationship with Retails Customers and Retails manager and supervisors to maximize sales.
* Monitoring closely competitor activities, Plan and execute Retail Sales Promotions in coordination with major beverages.
* Coordinate with Operation Manager and assist him in procurement of Beer, Wine and Spirits. Monitor slow moving and fast moving items, expire dates and transition time.
* Key focus on market trends Initiating and coordinating of action plans to attract new customer segments to the brands and focus Merchandising.
* Conducting Training Sessions for Retail team in coordination with major beverage supplier.
* Effectively organised Wine fairs and Tasting in coordination with major wine supplier for Retail customers and Retails Team.

*Highlights*

* Re-branded Liquor Retail Shop with name “High Spirits” and extended distribution with additional 2 retail shops.
* Undertook major Retails Promotions on various Brands, increased market share by 15 to 20%. Focus brands like Foster’s, Stella Artois, Guinness, Bitburger and Chivas Regal and Various Wine suppliers.
* Introduction of new brands of beer, wine and spirits in to the market as per market demand.
* Launch of German No.1 Draught Beer Bitburger into Abu Dhabi National Hotels; distribution extended to 30 taps within period of 1 year.

## AFRICAN AND EASTERN (Division of Unilever Arabia) Abu Dhabi, UAE Jun 1994 –Jan 2002

*African and Eastern part of UNILEVER and leading trading company in UAE under the umbrella of TMAE is primarily into wholesale and retail of Beverage products.*

**Sales Manager**

* Implement Sales and Marketing Strategies to increase market share, Budgeting, Sales Forecasting, Brand awareness, promotions, distribution and launching of new products.
* Planning and executing Advertising Campaigns and Sales Promotions. Initiating and coordinating development of action plans to attract new customer segments to the brands.
* Coordinated with Principals, General Managers and Food and Beverage Managers of various Hotels. Lead team and evaluating performances of Sales Representatives.

*Highlights*

* Successfully organised and conducted Seminars Training Sessions for Retail Teams on merchandising, selling skills and product knowledge.
* Products Launches Corona Extra and Kilkenny in the Abu Dhabi Market and increase market share 15% Year on Year.
* Effectively organized Wine Lunches, Tasting and Training in coordination with major wine supplier for on trade and off trade customers.
* Successfully organised events to promote beer brands in Oktoberfest, Charity and Music events.

## EDUCATION

* National Apprenticeship Certificate in Food and Beverage National Council of Vocational Training New Delhi India
* Bachelor of Arts in History from Ranchi University India

## TRAINING AND SEMINAR ATTENDED

* Sales and Marketing seminar conducted by Stellenbosch Farmers Winery, South Africa. (Winery tour, Marketing and Merchandising Training).
* Sales and Customer Service Retail with Attitudes, Dubai
* Sales Leadership by Objective by Unilever.
* Advanced Selling Skills by Unilever Arabia Training Department on selling skills.
* Undergone Training in Team Building by Unilever.
* Effective Selling Skills with MEIRC by Unilever.
* Attended the Sopexa Wine & Cheese Training in Abu Dhabi.
* Attended and organized Wine Lunches, Wine fairs and Wine Tasting
* Workshop in Basilicata Italy for buyers in favour of the Wineries of the Region
* Attended London Wine fair for selection of wine for ADNH portfolio. Attended Seminars Wine tasting and Wine dinners with major supplier of region.
* Visited Bitburger Group Head office. Tour of all 5 breweries of Bitburger group breweries and trade visit to on- trade accounts and Retails shops.
* Workplace Health and Safety training & First Aid and CPR certification

IT SKILLS: Microsoft Office, SAP (Basic utilization)