

## Sales Manager

- A proactive team leader recognised for his outstanding achievements. Sophisticated hotel sales professional who focuses on the company's vision and implements strategies to encompass revenue targets.
- Proven track-record of combining strong product knowledge with advanced negotiation skills to maximise sales opportunities and deliver results in high-pressured target-based environments.
- Ability to build and maintain long-term relationships with key accounts.
- As a sales manager I feel that my biggest strengths are my ability to grow revenue per customer as well as retaining existing clients by motivating sales teams and ensuring they focus on the needs of our target audience.

### WORK EXPERIENCE

September 2011 –  
September 2013  
**Key Account Director**  
**Appart'City**  
**Paris, France**  
[www.appartcity.com](http://www.appartcity.com)  
*Appart'City chain, leading French urban tourist residences*

**Apart hotel – 2\*\* & 3\*\*\* (69 units)**  
**Responsibilities:** Prospecting, cultivating relations, negotiating agreements, selling via new business development, up-selling.  
**Revenues:** € 5.4m in 2012 [**Sales growth: + 10% & + ARR growth: + 17% vs 2011**].  
**Clients:** **Market:** Research & Industry, Environment & Energy, Aerospace & Space technology, Automotive & Transports.  
**Segments:** Emergency & Air crew.

April 2010 –  
September 2011  
**Area Director**  
**Appart'City**  
**Paris, France**  
[www.appartcity.com](http://www.appartcity.com)  
*Appart'City chain, leading French urban tourist residences*

**Apart hotel – 2\*\* & 3\*\*\* (Blanc Mesnil (168 apt.), Alfortville (124 apt.) and Saint-Maurice (220 apt.) in France (Opened by end of 2009))**  
**Responsibilities:** Managing, coordinating and overseeing 23 persons over 3 business units. Prospecting and negotiating agreements, credit & debt management, customer loyalty.  
**Revenues:** € 4.9m in 2010 [**Sales growth: + 113 % vs 2009 and + 32 % on a like-for-like basis**].

January 2008 -  
December 2009  
**Sales Manager**  
**Reside Etudes Apparthotels**  
**Paris, France**  
<http://www.reside-etudes-apparthotels.com>  
*Apartment-hotel brand of a property developer*

**Apart hotel – 2\*\*, 3\*\*\* & 4\*\*\*\* (450 apt.)**  
**Responsibilities:** Recruiting, managing, coordinating and overseeing the sales unit (4 people). Prospecting and negotiating agreements. Win-back and increasing the loyalty of existing customers. Decrease of the global amount of debts [> 90 days]: - € 2.5m within 6 months.  
**Revenues:** € 1.6m in 2008 [**Sales growth: + 100 % vs 2007**], and € 3m in 2009.  
**Clients:** Key accounts [CAC 40, SBF 120...], SMEs/SMIs.

April 2007 -  
January 2008  
**Sales Executive**  
**Reside Etudes Apparthotels**  
**Paris, France**  
<http://www.reside-etudes-apparthotels.com>  
*Apartment-hotel brand of a property developer*

**Apart hotel – 2\*\* & 4\*\*\*\* (278 apt.)**  
**Responsibilities:** Involved in the launch of the new 2\*\* apartment hotel. Building the customer database. Development, pre-commercialization and commercialization.  
**Revenues:** € 800k [**40 % of the total revenue**].  
**Clients:** Key accounts, SMEs/SMIs, International Tour Operators, Foreign incoming & travel agencies.

August 2004 –  
March 2007  
**New entrepreneur**  
**C-LIA**  
**La Courneuve, France**  
[www.c-parishotels.com](http://www.c-parishotels.com)  
*Internet-based hotel sales*

**Responsibilities:** Carrying out a feasibility and market study, a business plan and achievement. Developing and implementing the mix-marketing, website development. Prospecting, cultivating relations, negotiating agreements, driving partners' performance to expand global distribution network and leading cross-functional teams.

## EDUCATION

2003 - 2004

ESIG  
Paris, France

- Specialist Postgraduate Diploma in Management & Operational Marketing (*Master 2 en Management et Marketing Opérationnel*)

2002 – 2003

ESIG  
Paris, France

- Bachelor Degree of Marketing (*Licence de Marketing Appliqué*)

2000 - 2002

UET  
Paris, France

- Tourism Vocational Training Certificate (*Brevet de Technicien Supérieur du Tourisme*)
- Work-study experience at Nouvelles Frontières Montréal, Canada

## LANGUAGES

**French:** Native language

**English:** Business English

**Tamil:** Mother language

## TECHNICAL SKILLS AND TRAINING

- Microsoft Office: Word, Excel, PowerPoint, Outlook (for Windows 7 and previous versions)
- Ability to manage sales processes and negotiations to a successful conclusion
- Self-motivated, ability to work independently
- Strong marketing orientation with the ability to develop strategies to edge out the competition
- Ability to deliver convincing arguments
- Constantly looking at ways to improve performance, achieve set targets and build the company's brand
- Add several in-house trainings: Sales & Management

## PERSONAL INTERESTS / ACHIEVEMENTS

- Computing: Web creation
- Travelling: Sri Lanka, Bali, Belgium, Canada, Germany, Croatia, Italy, Morocco, The Netherlands, United Kingdom, United States of America
- Photography: Digital photographer – <http://500px.com/Sivathas>
- Paintball: Practicing recball paintball. Managing a team of 20 members

## REFERENCES

Available on request