

Anand Kumar Madeshiya

Business Development/Vendor/Supplier Relationship Management

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Personal Information

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Date of Birth

01-04-1990/ Male / Single

Language

Hindi, English

Interest & Hobbies

Internet, Music, Sports, Cooking,
Travelling & Socializing

Soft Skill

- ✧ Collaborator
- ✧ Self-motivation
- ✧ Communication
- ✧ Team Work
- ✧ Adaptability
- ✧ Time Management

Career Summary

Competent professional with **6 Years of experience (Yatra.com since 2014 & 1 Year with Housing.com)** in impacting organization profitability through effective strategic and tactical management decisions in **e-Commerce Business**. Experienced and passionate working in e-Commerce Industry. **Recognized as 'Best Market Manager – West Region' in FY2015-2016 & FY2017-2018.**

Developed strong market knowledge of e-Commerce Market/Online Travel Alliance in Yatra.com and ensured business growth opportunities aligned to company's strategic plans. Attained cost reduction, increase revenues, streamline process work-flow and to create a team work environment to enhance productivity. Enhanced the operational efficiency by eliminating obsolescence and achieving cost reduction & revenue growth through vendor development skill.

Built and maintained vendor/supplier relations, evaluated vendors on a periodic basis and implemented quality process Skilled in negotiating and closing deals.

Attained 88%+Price competitiveness across the competition and 2X business growth YOY

I look forward for a position in an organization that will enable to utilize my experience and skills to contribute towards business excellence and grow to a Senior Management Level. I am a self-motivated, enthusiastic Marketing professional. An effective communicator at all levels and within an organization

Core Competencies

Account/Vendor Management,
Client/Customer Relationship

Business Development &
Business Negotiation

B2C, B2B & Corporate

Sales & Marketing skills,
Merchandising, Market intelligence

E-Commerce & Internet, Supply
Chain & Operations

Leadership & Team
Management

Career Timeline

Yatra.com - Yatra TG Stays Pvt.Ltd. (June 2014 To Present)

- ✧ Manager – Partner Marketing (Mumbai Area) - June 2018 - Present
- ✧ Deputy Manager – Partner Marketing Hotel Supply (South Mumbai/ New Mumbai & Thane) - June 2016 - May 2018
- ✧ Assistant Manager – Business Development Hotel Supply (New Mumbai & Thane) - June 2014 - May 2016

Housing.com- Locon Solutions Pvt.Ltd. (July 2013 To June 2014)

- ✧ Sr.Executive - Business Development (New Mumbai & Thane)

Achievements



Team Management
Leadership

Bagged 2X business
growth YOY

Successfully grown net
revenue in the market

Contract negotiations
Margin management

Achieved **88% + Price
Competitiveness** across
competition for
consecutive 3FY Years

Awarded for **PRICING
KA SUPERHERO** - For
achieving the Best
Pricing for West
Market leading to
improvement in
conversions and
higher business - Yatra
(FY2015-2016)

Professional Experience

Current Experience - Yatra.com (Yatra TG Stays Pvt. Ltd.)

Manager – Partner Marketing (Mumbai Area) - June 2018 - Present

Key Result Area

- ✧ Streamlining a portfolio of INR 50 Crores, managing and developing 1200+ hotels in West India
- ✧ Developed markets with fresh team and taken them to new heights
- ✧ Assessing partner potential in multiple point of sale and aligning the hotel product as per POS specific demand, public, B2B and corporate
- ✧ Supported the overall process of management and corporate decision making to ensure the organization maximizes its short, medium and long-term profitability and shareholder returns
- ✧ Appraising market trends and competitor activities and providing analysis & recommendations to management
- ✧ Optimizing performance on Yatra.com during High, Low, medium and distress demand period by coordinating with hotels
- ✧ Presenting meaningful performance report analysis to partners at account level to implement win-win solution in order to achieve market performance and long-term activity goals
- ✧ Leading merchandising campaign, defining goals, objectives, prioritizing execution process & negotiating commercials with key accounts
- ✧ Monitoring hotel performance across geographies considering seasons
- ✧ Producing compelling promotional campaigns that over exceeded hotel's expectations
- ✧ Maintained top margins in Western India

Deputy Manager - Business Development - Partner Marketing (South Mumbai/ Thane & New Mumbai) - June 2016-May 2018

Key Result Area

- ✧ Managing the product related queries of corporate like Airport Authority of India, PwC, Edelweiss, Airtel etc.
- ✧ Aggressively negotiate with the key hotels to secure exclusive deals and provide a strong differentiated value to the customers
- ✧ Responsible to handle customer escalations related to fulfillment and ensuring that Yatra customers get the best experience on ground
- ✧ Analyzing data and actively manage the hotel rankings on search pages leading to higher conversions
- ✧ Leading and executing projects as assigned by the management, meeting the objectives of the project within deadline
- ✧ Checking hotel availability and rates as per demand forecast

Assistant Manager - Business Development - Partner Marketing (Thane & New Mumbai) - June 2014-May 2016

Key Result Area

- ✧ Assessed key markets and types of hotel products that would complement company's product offerings and revenue growth
- ✧ Ensured inventory levels exceed demand throughout the market & rate competitiveness and participated in weekly 'market review' meetings
- ✧ Followed up on all expiring contracts, analyzed weekly reports, negotiated and secured market deals and merchandising all deals on sites
- ✧ Emerged as SPOC for all destination information & business cities



I was promoted in **Key Accounts Team** within 3 months completion of my work Housing.com (FY 2013-2014)

Revenue Champ - For achieving highest revenue in Navi Mumbai Market - Housing.com (FY 2013-2014)



Considered for **Pre-placement Offer** - AMUL India 2012

Highlights

- ✧ Maintained supplier relationships, trained partner hotels on company extranet
- ✧ Reviewed monthly production reports and provided feedback to top producing hotels
- ✧ Planned and executed market site visits as agreed with regional management meeting trip objectives and guidelines
- ✧ Identified and acquired new areas & markets for business development
- ✧ Grew and strengthened market in size and quality
- ✧ Attained 100% growth YOY on all key performance matrix
- ✧ Achieved 85%+ Price parity across the competition and 2X business growth YOY.

Past Experience - Housing.com (Locon Solutions Pvt. Ltd.)

Sr.Executive - Business Development - July 2013 to June 2014

Key Result Area

- ✧ Responsible for New clients acquisition and existing clients retention and accountable for top-line for assigned Market
- ✧ Maintaining healthy business relations and working aggressively with the key accounts
- ✧ Continuously engaging with the Real Estate Builders, Developers & Consultants and drive rich content for website such as high resolution photos, descriptive content, amenities information etc
- ✧ Partnering with marketing team to develop and execute merchandising calendar, creating and executing marketing campaigns e-mail, search and social.
- ✧ Training on board clients in terms of handling housing.com tools, Review monthly Customer leads & new property listing reports and provide feedback.

Key Projects

SUMMER INTERNSHIP: AMUL India (GCMMF) in Mumbai

Duration: May 2012-July 2012

Project Title: Launch of New Product 'AMUL PRO' and analyzing its marketing activities in Mumbai

Key Result Area

- ✧ Launch of New product 'AMUL PRO' in Mumbai
- ✧ Sales & Marketing promotion of 'AMUL PRO'
- ✧ Analysis of promotional activities & Retail Audit
- ✧ Co-ordination, monitoring & control with authorized dealers & AMUL Regional office

EDUCATION & ADDITIONAL QUALIFICATION

Post Graduate Program in Management (Autonomous) – Major **Marketing** & Minor **Finance** from India-Europe International Business School- Navi Mumbai (2011-2013)

Post Graduate Diploma in Management (AICTE) in Core Marketing from Institute for Management Excellence and Development - Pune (2011-2013)

Bachelor in Science from Lucknow Christian College, University of Lucknow (2007-2010)