

## CONTACT INFORMATION

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**RIDDHI SARKAR**

## PROFESSIONAL SUMMARY

Experienced sales and alliances leader with a proven track record in developing, executing, and scaling MICE (Meetings, Incentives, Conferences, and Events) business for leading hospitality and travel brands. Adept in global vendor management, high-value client relations, team leadership, and strategic growth initiatives. Visionary, organized, and committed to delivering exceptional service and profitability in dynamic, high-pressure environments.

## CORE COMPETENCIES

- MICE Strategy & Execution
- Global Contracting (Hotels, Land Operators, Transporters)
- Large-scale Event Planning & Management
- High-profile Corporate Client Handling (Asian Paints, Eicher Motors, Eris Pharma, Abbott Health Care, Glenmark)
- Profit Center Operations
- Strategic Partnerships & Alliances
- Sales Management & Revenue Budgeting
- SOPs/SLAs Development
- Team Building & Leadership
- Training & Development
- Customer Engagement & Retention

## MICE ACHIEVEMENTS

- **Manager – MICE Contracting (International), Thomas Cook India, Mumbai (Oct 2011 – May 2014)**
  - ✓ Led global contracting and negotiation with international hotels, land operators, and transport partners, securing favorable terms and expanding the MICE business reach.
  - ✓ Successfully managed and executed multiple large-scale MICE projects for premier corporate clients, ensuring seamless operations and exceeding client expectations.
  - ✓ Recognized for extensive travel and on-ground project management across several countries, offering hands-on support as a tour manager.
  - ✓ Built enduring relationships fostering repeat MICE business from blue-chip clients in pharma, manufacturing, and automotive sectors.
  - ✓ Collaborated on complex itineraries and incentive programs, driving Thomas Cook's reputation as a top-tier MICE provider.
- **Sales Manager (Unit Head), The Deltin, Daman (June 2014 – July 2016)**
  - ✓ Established the hotel as a preferred MICE destination in Mumbai & Surat zones.
  - ✓ Created tailored packages driving MICE bookings from the corporate and events segments, increasing revenue streams.
  - ✓ Coordinated high-impact trade fair unveilings in Ahmedabad & Mumbai, boosting brand visibility within the MICE market.
  - ✓ Led successful sales blitzes targeted at the MICE segment across major Indian metros.
- **Head Alliances & Sales, Deltin Casinos & Hotels (Goa, Sikkim, Bangalore, Chandigarh | Jul 2016 – Present)**
  - ✓ Devised and executed MICE-oriented alliance strategies that elevated casino and hotel venues as prime choices for events and group incentives.

- ✓ Developed and launched the Preferred Partner module for high-value corporate and event clientele.
- ✓ Established new sales channels and airport counters, enhancing accessibility for MICE groups.
- **Professional Training**
  - ✓ On-job Training in MICE & Outbound Tours from P&O Travel India Ltd., New Delhi.

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## PROFESSIONAL EXPERIENCE

### **Forsyth Lodge, Satpura**

#### **Head Sales (Oct 2021 – Present)**

- Planning and executing sales budget with a focus on group and corporate retreats.

### **Deltin Casinos & Hotels (Goa, Sikkim, Bangalore, Chandigarh)**

#### **Head – Alliances & Sales (Aug 2020 – Present); Head – Alliances (Goa) (Jul 2016 – Aug 2020)**

- Managing field sales teams, implementing strategic plans for growth in MICE and group business.

### **The Deltin, Daman**

#### **Sales Manager (Unit Head) (Jun 2014 – Jul 2016)**

- Developed property as a key MICE venue with state-of-the-art banquet facilities.

### **Thomas Cook India, Mumbai**

#### **Manager – MICE Contracting (International) (Oct 2011– May 2014)**

- Led international vendor negotiations, managed MICE programs for high-profile corporate clients.

### **International Travel House**

#### **Sr. Supervisor – Leisure Travel (2006–2011)**

### **JTB Travel Cochin**

#### **Outbound Tours Sr. Executive (2005-2006)**

### **P&O Travel, Delhi & Mumbai**

#### **Executive (2000–2005)**

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## NOTABLE PROJECTS & ACHIEVEMENTS

- Delivered multi-country incentive trips and conferences for major Indian corporates.
- Secured preferred vendor status with top MICE clients through seamless logistics management and exceptional customer experience.
- Helped turn around and establish new MICE business lines, resulting in significant revenue growth and high client retention.

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## EDUCATION

- PGDBM (Human Resource & Marketing), IMT Ghaziabad (2005, DLP)
- Post Graduate Diploma (Travel & Tourism Management), Y.W.C.A., New Delhi (1999)
- B.Com. (Hons.), Shaheed Bhagat Singh College, Delhi University (1998)

## LANGUAGES

- Hindi, English, Bengali

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## PERSONAL DETAILS

- Date of Birth: 22 July 1977
- Marital Status: Married

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## REFERENCES

Available on request.