

SMS '80 Foundation Support, Mentor & Server Session # 015

Speaker		Ms. Nirmala Lilly GM, Flora Airport Hotel
Date	January 5, 2013	
Time	2.30 PM IST	
Location	Hall of Fame, SMS	

Topic: CUSTOMER DELIGHT IN HOSPITALITY

Profile:

23 years of core exposure in Hospitality Industry including all the key areas such as Sales & Marketing, Front Office and F&B (Banquets), Instrumental in maximizing the revenue, taking care of overall hotel operations and Public Relations

Experience

From February 2010 to April 2012 Corporate Sales & Marketing Manager, Synthite Hospitality Division for Ramada Resort and Riviera Suites

- 2006 August – October 2008 General Manager of Harbour View Residency Hotel, Cochin, A four star facility three star business luxury hotel in the city. Responsible for maximizing revenue, implementing creative ideas, training and overall operations.
- 2004 February – July 2006 Taj Malabar Cochin A five star deluxe hotel Manager Banquets - Conference Co-ordination and Guest History Manager (Responsibility of Banquet sales, Banquet and sales co-ordination, Banquet operations and Guest Relations.
- 2003 July – February 2004 at Le Meridian Cochin as Sr. Sales Manager Maximizing revenue for the hotel as well the convention Centre



- 2001 February June 2003 Taj Residency Ernakulum Assistant Sales Manager Commercial Sales, Sales Marketing for the Taj Kerala Hotels and for all the Taj group of Hotels.
- 2000 – 2001 at Casino Group of hotels as Sales Manager for all the five hotels. (casino, Brunton Boatyard, Marari Beach Resort, Mararikulam, coconut Lagoon, Kumarakon and Spice Village Thekkady)
- 1993 - 2000 Taj Residency Ernakulum as Business Development Executive with dual responsibility of handling Reservation department and being with the sales team and helping them to maximize revenue and also working as Sr. Reservation Executive for Taj Residency Ernakulum, Taj Garden Retreat Kumarakom, Varkala, Thekkady
- 1989 - 93 Taj Malabar Cochin Confidential Secretary & Reservations Assistant Had dual responsibility of a secretary and Assistant hotel reservations

Academics

M B A Specialized in Sales & Marketing

Other Academic Achievements

Transactional Analysis. NLP, Hypnotism and Gestalt Therapy

- (1) One month Orientation in Taj Mahal, Mumbai 2001
- (2) Directing a sales force in Le Meridian, Kovalam 2004
- (3) Mastering Catering Sales & Event Co-ordination 2004 Lausanne Hospitality Consulting Taj Palace Delhi (
- (4) Certified Taj Departmental Trainer Taj Malabar 2005
- (5) Certified Master Trainer Taj Green Cove Kovalam 2005
- (6) Certified internal Auditor (ISO 14000) Taj Malabar 2006
- (7) Cross Exposure training 15days - Fort Aguada Beach Resort and Taj Holiday Village, Goa 2006/ Many workshops, seminars, Public Speaking Training USA 2010

Awards

Long Service Award from the Taj Group of Hotels for completing 10 years of service
Creative'89 Award from Vice President Operations, Bombay
Appeared twice in the Taj Buzz Font Page for the CIS
Appeared in Until We Meet again initiative
Best speaker of Kochi Toastmasters 2007
Best Speaker EKM Toastmasters 2008
Area Governor of the Year Award 2009-2010
Second Best Humorous speaker in Area Contest 2008
DTM Distinguished Toastmaster
International Award: Excellence in Marketing 2012
MS Swanthana 2009
Interview: Women of the Month December, 2012 Asian Traveler



International and National Exposure and participation

Australia 1977 Personal visit
Sri Lanka 2008 Conferences, corporate and Travel agents visits (Three times)
Dubai 2009 ATM (Arabian Travel Trade
USA 2011 Las Vegas
Spain 2012 FITUR International Travel Trade
France 2012 Marseille Road Show
Germany 2012 Berlin Road Show
Road shows/Partnership Meet - All cosmopolitan cities
Travel Exhibitions SATTE, TTF, KTM (Kerala Travel Mart)

Media Exposure

In many of the leading print and visual Medias professional and personal exposure
Vanitha/Indian Express etc.

Interests

Sports and Games, singing, Playing instrumental Music, Handicrafts, Gardening, Painting, doing charity s. Reading non-fiction books and public speaking

Management Positions

Member of Toastmaster's International club (which helps its members to improve their communication and leadership skills)
Lieutenant Governor Marketing 2011-12
Member of Association of Approved and Classified Hotels of Kerala
Member of Kerala Travel Mart
Member of Wednesday club
Member of Kerala Chamber of Commerce and Industries Ladies Forum
Management Committee Member of Kerala Management Association
Jt. Secretary and Chairperson Kerala Management Association
KMA Chairperson Women's forum and Young Manager's forum