

SHAMRAT ADHIKARI

Area Business Development Manager | Key Account Manager
Strategic Partnerships | Account Growth | Hotel Supply | Revenue Growth

📍 [Bongaon, West Bengal, India](#)
☎ [+91 7044041997](#) | ✉ adhikarys318@gmail.com
🌐 [LinkedIn: linkedin.com/in/samrat-adhikari-7ab20294](#)



PROFESSIONAL SUMMARY

Results-driven Area Business Development Manager with 10+ years of experience across Business Development, Key Account Management, Supplier Relationship Management, Hotel Partnerships, Revenue Growth, Customer Success, and Strategic Sales within the Hospitality and Travel Technology industry. Proven expertise in managing large hotel portfolios, driving business expansion, increasing GMV, improving supplier performance, and maximizing revenue through strategic account planning.

Currently managing 200+ live hotel partners while leading business growth initiatives across multiple territories. Successfully managing five new hotel chains with an average GMV growth of 33%, delivering 21% MM Money contribution and 25% BDGR contribution on GMV. Recognized with multiple Spot Awards for outstanding business performance, higher GMV achievement, and exceptional BDGR contribution.

Certified Tiger Trainer with experience conducting multiple Master Classes for more than 100 business partners and internal stakeholders, mentoring new team members, and driving capability development across teams. Strong expertise in stakeholder management, commercial negotiations, revenue optimization, portfolio expansion, supplier engagement, performance analytics, cross-functional collaboration, and customer relationship management.

Known for consistently exceeding business targets, improving partner satisfaction, driving strategic initiatives, and delivering sustainable business growth through data-driven decision-making and operational excellence.

CORE SKILLS

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|------------------------------------|----------------------------------|--------------------------|
| – Area Business Development | – Portfolio Management | – Team Mentoring |
| – Key Account Management | – Client Relationship Management | – People Development |
| – Strategic Account Management | – Sales Planning | – Training & Coaching |
| – Business Growth Strategy | – Business Expansion | – Tiger Trainer |
| – Hotel Supply Management | – Cross-selling | – Leadership |
| – Supplier Relationship Management | – Upselling | – Presentation Skills |
| – Partner Success | – Customer Success | – Business Communication |
| – Revenue Growth | – Market Research | – Problem Solving |
| – GMV Growth | – Competitive Analysis | – Decision Making |
| – BDGR Optimization | – Stakeholder Management | – Conflict Resolution |
| – MM Money Optimization | – Performance Analytics | – CRM Management |
| – Commercial Negotiation | – Business Analytics | – Microsoft Excel |
| – Contract Negotiation | – Data Analysis | – Microsoft Office |
| – Revenue Management | – KPI Management | – Google Workspace |
| – Hotel Acquisition | – SNTR Optimization | – Performance Reporting |
| – New Partner Onboarding | – Inventory Management | – Business Planning |
| – Channel Management | – Focus Partner Management | – Revenue Optimization |
| – Strategic Partnerships | – NPS Improvement | |

PROFESSIONAL EXPERIENCE

Area Business Development Manager | GO-MMT (Goibibo / MakeMyTrip Group) Present

- **Key Responsibilities**
- Manage a portfolio of 200+ active hotel partners across assigned territories while ensuring long-term business growth and strong supplier relationships.
- Drive revenue growth by increasing GMV, improving partner performance, and maximizing profitability through strategic account management.
- Handle end-to-end supplier lifecycle including onboarding, engagement, performance improvement, and retention.
- Manage five newly onboarded hotel chains with an average GMV growth of 33%.
- Achieve 21% MM Money contribution and 25% BDGR contribution on overall GMV through strategic commercial planning.

- Maintain an average 25% Super Net Take Rate (SNTR) while ensuring healthy supplier profitability.
- Successfully manage daily business volume of approximately 22 Lakhs GMV.
- Develop and execute account growth strategies based on market trends and business analytics.
- Identify new business opportunities across Cluster D and emerging markets through strategic hotel acquisitions.
- Improve hotel inventory availability during peak demand periods to maximize bookings and revenue.
- Increase Auto Confirmation, NPS, Segment Sales, and supplier participation through continuous engagement.
- Execute cross-selling and upselling initiatives to improve overall partner revenue.
- Collaborate with cross-functional teams including Revenue, Marketing, Operations, Product, and Customer Success to deliver business objectives.
- Monitor KPIs, revenue trends, conversion metrics, supplier performance, and business reports for data-driven decision making.
- Resolve escalations quickly while maintaining high supplier satisfaction and long-term relationships.
- Conduct business reviews, performance discussions, and strategic planning sessions with key partners.
- Mentor, coach, and support newly hired Business Development Managers to improve productivity and business performance.
- Drive strategic initiatives for Focus Partners to improve overall market penetration and revenue contribution.
- **Major Achievements**
- Recognized with Spot Award for delivering outstanding Higher GMV performance.
- Awarded Spot Award for exceptional BDGR contribution.
- Certified Tiger Trainer within the organization.
- Conducted two Master Classes attended by more than 100 participants, contributing to capability development and knowledge sharing.
- Successfully managed five new hotel chains achieving an average 33% GMV growth.
- Consistently exceeded monthly business targets through strategic account planning and supplier engagement.

Supply Business Analyst | Stayzilla.com

January 2015 – January 2016

- **Key Responsibilities**
- Managed the West Bengal hotel market and expanded the supplier network.
- Identified and acquired new hotel partners through strategic negotiations.
- Negotiated commercial agreements and commission structures to maximize profitability.
- Built strong relationships with hotel owners and decision-makers.
- Supported marketing campaigns by ensuring competitive pricing and inventory availability.
- Coordinated with cross-functional teams to improve supplier experience and business performance.
- Trained and mentored new team members on supplier acquisition and account management processes.
- Conducted market research and competitor analysis to identify business opportunities.

Front Office Executive | Golden Pearl Hotel

February 2014 – January 2015

- **Key Responsibilities**
- Managed front office operations and guest relationship management.
- Handled reservations, customer queries, and complaint resolution.
- Maintained guest satisfaction by delivering high-quality customer service.
- Managed IDS software and monthly account reconciliation.
- Coordinated with internal departments to ensure smooth hotel operations.

Customer Care Representative | Mobily Infotech India Pvt. Ltd.

April 2012 – February 2014

- **Key Responsibilities**
- Provided customer support for clients across Americas, EMEA, and APAC regions.
- Resolved both technical and non-technical customer issues.
- Consistently achieved KPIs including Quality Score, AHT, FCR, Adherence, and Attendance targets.
- Escalated complex customer issues and collaborated with internal teams for resolution.
- Shared process improvement ideas to enhance customer experience.
- Maintained high customer satisfaction through effective communication and problem-solving.

TECHNICAL SKILLS

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|------------------------------|--------------------------|------------------------------|
| - Key Account Management | - BDGR Optimization | - Hotel Acquisition |
| - Business Development | - MM Money Optimization | - Customer Relationship Mgmt |
| - Strategic Account Planning | - Commercial Negotiation | - Client Retention |
| - Hotel Supply Management | - Contract Negotiation | - Stakeholder Management |
| - Supplier Relationship Mgmt | - Revenue Management | - Partner Success |
| - Revenue Growth Strategy | - Market Expansion | - Cross-selling & Upselling |
| - GMV Optimization | - Territory Management | - Business Analytics |

- Data Analysis
- KPI Tracking & Perf. Mgmt
- Sales Forecasting
- Inventory Management
- Focus Partner Strategy
- NPS Improvement
- Business Reporting
- Microsoft Excel (Advanced)
- Microsoft Office Suite
- Google Workspace
- Presentation & Reporting
- Team Leadership
- Team Training & Coaching
- Tiger Trainer
- Master Class Facilitation
- Problem Solving
- Strategic Planning
- Decision Making

PROFESSIONAL ACHIEVEMENTS

- Recognized with Spot Award for delivering exceptional Higher GMV performance.
- Awarded Spot Award for outstanding BDGR contribution.
- Certified Tiger Trainer for mentoring and developing business teams.
- Conducted 2 Master Classes attended by 100+ participants.
- Successfully managed 5 newly onboarded hotel chains with 33% average GMV growth.
- Delivered 21% MM Money contribution on overall GMV.
- Achieved 25% BDGR contribution on overall GMV.
- Managed 200+ active hotel partners while maintaining strong supplier relationships.
- Maintained approximately 22 Lakhs Daily GMV through strategic account management.
- Successfully expanded business across emerging markets and Cluster D cities.
- Improved supplier engagement through Auto Confirmation, Inventory Optimization and NPS improvement.
- Trained, mentored and onboarded multiple new Business Development Managers.

EDUCATION

2010 **Bachelor of Arts (B.A.)** | University of Calcutta
2007 **Higher Secondary (PUC)** | West Bengal Board
2005 **Secondary Education (S.L.C.)** | West Bengal Board

CERTIFICATIONS & LANGUAGES

Certifications:

- Tiger Trainer Certification
- Internal Business Excellence Training
- Leadership & Team Development Programs
- Sales & Business Development Training
- Customer Relationship Management Training

Languages:

- English
- Hindi
- Bengali

PERSONAL DETAILS

- **Date of Birth:** 15 June 1989
- **Nationality:** Indian
- **Marital Status:** Married
- **Location:** [Bongaon, West Bengal, India](#)