

# RESUME

**SIMI MARY DEVASIA**



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**CAREER PROFILE**

Hospitality trainer skilled in pre-opening of hotels and resorts & French Facilitator, with over 18. 6 years of experience in imparting skill-based knowledge and training in Front Office Operations, Accommodation Operations, Food and Beverage Services, Facility Management, Strategic Management, Marketing & Sales, French and Soft skills. I'm an advocate of continuous learning and have successfully adapted and integrated various techniques in training.

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**KEY STRENGTHS:**

- Conducted Spoken English as well as Spoken Hindi classes for employees both at Sterling Holiday Resorts as well as at Grand Hyatt Kochi thereby reducing the cost of the organization from hiring external resource person for the same.
- Successfully opened and operationalized two 5 star hotels along with Convention centers attached to each of these hotels as well successfully opened and operationalized six resorts independently across India.
- Successfully coordinated for the first Munnar Travel Mart hosted at Munnar Catering College (2019), as well as successfully coordinated and organized Munnar Marathon (2019).
- Ability to spot and implement process improvement initiatives such as ISO certification at Sterling Holiday Resorts, star classification standardization at Sterling Holiday Resorts.

Ensured all Standard Operational Process Trainings are routinely being followed at all the hotels. Have also worked closely with the corporate heads of various departments for ensuring standardization and editing of the Standard Operational Process for each of the departments.

- Identifying opportunities for and spearheading inter organizational initiatives involving multiple stakeholders such as coordinating with YCI (Youth Challenge International) for providing employment opportunities for youth from underprivileged families, coordinated with ProVISION Asia, for providing training and empowering differently abled youth, coordinated with Little Sisters of Poor taking care of senior citizens at the organization. Coordinated with Snehajyothi Charitable Society, Kochi, Kerala by providing amenities to the inmates residing there and thereby improving the living conditions of the inmates. Coordinated with Sevabarathi Angamly, Kerala by organizing medical camps. Coordinated with Kudumbashree, Kochi, Kerala by providing employment opportunities for women in the hotel. Coordinated with Little Flower Orphanage, Munnar, Kerala, by providing training sessions for the children in the orphanage and also celebrating various festivals with the children in the orphanage. Coordinated with Snehamandiram, Munnar, Kerala for developing and selling products to the hospitality and tourism industry in the local area. Also coordinated activities associated with Hyatt Thrive and Marriott 360 initiatives.
- Coordinating intra organizational programs examples employee cross training, executive level training programs, supervisory training programs and also enlisting employees for 'Hunar se rozgar tak' programs for up skilling employees at the hotel/resort.
- Incorporation of innovative methods in training such as gamification for imparting training to lower level cadets, role plays to understand customer, guest experiences and guest challenges faced during complaint handling. Intialization and Implementing of cross training of employees between departments so to ensure lateral movement of employees within the hotel thereby impacting on employee turnover ratios as well as providing employee growth within the organization.
- Incorporated orientation of the local area for all onboarding employees at Grand Hyatt Kochi, which included a complete orientation of the art, culture, heritage and experiences in Kochi which included also a boat ride on the Vembanad lake.
- Incorporated flash mobs at Grand Hyatt Kochi as well as at Sterling Holiday Resorts to create a WOW factor for the guests
- Liaising for the membership and association with various national as well as international bodies such as FHRAI, IHC, IFCA, PATA, NCHMCT, Royal Roads University (Canada), AHLA, University of Madras, Kumaun University, Ecole Hoteliere Lausanne, City and Guilds (London), Madurai Kamraj University, Mahatma Gandhi University (Kerala), Department of Technical Education, AICTE and other various academic institutions and bodies at both national level and international levels

**CAREER HISTORY:**

**Manjeera Hospitality, Andhra Pradesh & Telangana**

**Designation: Cluster Training Manager**

**Work Period: 2<sup>nd</sup> April – 18<sup>th</sup> July 2021**

**Contribution:**

- Formalized learning and development structure and customer experience for- Manjeera Sarovar Premiere, Rajahmundry
- Coordinated the opening of Manjeera Sarovar Premiere, Rajahmundry, first five star hotel in Rajahmundry (onboarding, one - on - one coaching)
- Coordinated in the Post Covid 19 training and setting of POSH team (Prevention of Sexual Harassment)
- Conducting Employee Engagement activities such as Fitness Fridays, no garbage day, Safety Saturday, Mindful/ Motivational Monday programmes
- Evaluation on learning and guiding Industrial trainees
- Conducting TNA (Training Needs Analysis) for the employees based on the competencies and skill sets of the employees.

**Munnar Catering College, Munnar Kerala**

**Designation: Principal**

**Work Period: 1<sup>st</sup> Dec 2018 – 30<sup>th</sup> September 2020**

**Contribution:**

- Managing the academic and operational matters of the college in association with the Management for a fully residential campus home to 500 students
- Managed learning interventions through external partners and service providers Moodle/ Zoom platforms.
- Conducted Faculty Development Programs, coordinated for cross training in hotels, developed learning modules for faculty
- Organized 20 no of guest lectures, industrial visits and competitions, sponsored students for inter collegiate competitions
- Continued the academic contribution by continuing to teach Strategic Management, Marketing and Sales, Entrepreneurship development, Facility planning and management, French, Research methodology, Research projects, Environmental studies and human rights,
- Interacting with Mahatma Gandhi University, Indira Gandhi National Open University, National Council for Hotel Management and Catering Technology, Bharthiar University, Madurai Kamaraj University, All India Council for Technical Education, Directorate of Technical Education, Royal Roads University and other such institutions and

organizations with which college was associated for improving the academic and other co curricular activities of the college.

- Counselling students as well as parents during various stages of the academic journey.
- Inculcated Corporate Social Responsibility amongst students by planting indigenous Jacaranda tree saplings around the campus. Conducting training session on making seed pens and distributing the same, organizing Munnar Marathon for promoting clean and responsible tourism and instilling fitness among the hospitality professionals

***JW Marriott, Bengaluru***

**Designation: Training & Quality Manager**

**Work Period: 17<sup>th</sup> September 2018- 15<sup>th</sup> November 2018**

**Contribution:**

- Conducted service audits for all departments and Training need Assessment of employees
- Coordinated with departmental trainers for departmental training sessions
- Trained staff both internal as well as outsourced associates and Management Trainee
- Coordinated CSR initiatives with various organizations such as YCI, ProVISION ASIA, Little Sisters of the Poor and coordinated various programmes conducted for uplifting the society
- Assisted in recruitment in various departments
- Conducting Employee engagement activities like Fun Fridays, Diwali Dhamaka, Employee care initiatives
- Preparing reports on training in the hotel and ensuring that the man hours are covered at the hotel

***Grand Hyatt Kochi Bolgatty***

**Designation: Learning Manager**

**Work Period: 15<sup>th</sup> June 2017 – 24<sup>th</sup> July 2018**

**Contribution:**

- Set up Training Department and function for the first Grand Hyatt in Kochi
- Pre-opening phase of the hotel:
  - Developed - training strategy focused on pre-opening of the hotel, systems training, skills training and behavior training for all employees with primary focus on employees at entry levels. Was also responsible for training on the brand for employees employed from other hospitality companies.
  - Organized trial runs for the various facilities in the hotel and sent the feedback of the same

- Coordinated the setting up of employee facilities such as Employee Restaurant, Lounge and Learning Centre
- Employee Orientation and Induction for 527 employees in the pre opening phase.
- Assist in recruitment of various levels and departments by coordinating with the academicians from various hotel management schools across India.
- Post opening phase of the hotel –
  - Handled Human Resources department on interim basis (including addressing staff issues, pay roll, attendances, recruitment, exit interviews, conducting staff accommodation audits, full and final settlement of staff, hiring of industrial trainees, handling students for outdoor catering)
  - Developed a training Strategy for the hotel focused on various employees with skilled level
  - Guest interaction and empathy interviews
  - Using design thinking to improve work performance
  - Coordinated the Hyatt Thrive (CSR initiative) implemented for the first time at Kochi
  - Developed and conducted Faculty development programme for faculty members from Hotel Management Institute in Kerala
  - Responsible for the First aid, fire safety training with respect to Star Classification of the hotel

***Sterling Holidays,***

**Designation: Cluster and Pre opening Training Manager (Thekkady, Munnar and Anaikatty cluster – from 18<sup>th</sup> August 2014 to 17<sup>th</sup> Feb 2017, Goa from 18<sup>th</sup> February 2017 to 14<sup>th</sup> June 2017.**

**Work Period: 18<sup>th</sup> August 2014 – 14<sup>th</sup> June 2017**

**Contribution:**

- Trained staff at all the 3 resorts assigned, including the Management Trainees and Hotel Operational Training programs
- Designed the career growth progression for the Management Trainees and mentoring and monitoring their progress along those lines and pre - opening of properties, across India at Shirdi, Kufri, Agra, Anaikatti, Varca.
- Handled some other responsibilities such including staff matters, pay roll, attendances, recruitment, exit interviews, conducting staff accommodation audits, full and final settlement of staff, hiring of industrial trainees.
- Set up Human Resources department for all pre-opening properties Pan India

- Refocused Net Promoter Score as a key metric for brand's performance on Customer Experience and outperformed Net Promoter Score target year on year with a growth of 8 % in all 3 properties.
- Liaised for the Star Classification of the resorts with Departmental heads, external agencies.
- Ensured 2 resorts achieved ISO certification standards.
- Reworked on all the SOP for all operational departments as per the company standards and Prepared E modules for all the Standard Operating Procedures for all 6 Operational departments for Sterling Holiday Resorts .
- Ensuring Standard Operating Procedures are followed in every department, and imparting training on the same to the employees.
- Evaluated the training needs assessments of all employees in consultation with the departmental heads and prepared reports on training in the resorts and ensuring that the man hours are covered at the resorts.

***Ecole Hoteliere, Lavasa, Pune***

**Designation:** Learning Facilitator & Personality development trainer,

**Work Period: 17<sup>th</sup> February 2012- 10<sup>th</sup> February 2014**

Facilitator for Hospitality Sales and Marketing, Hotel French, Human Resources Management courses

- Imparting Training to students on selling and marketing techniques, through role plays, case study, lecture, management game method, in basket drill method
- Timetable Coordinator for both internal and external faculty members.
- Coordinator for guest faculty in terms of logistics, remuneration, contracts and scheduling.
- Imparting motivational training to students
- Training students for campus interviews

***Amrapali Institute of Hotel Management, Nainital***

**Designation:** Assistant Professor

**Work period: 5<sup>th</sup> September 2009 – 6<sup>th</sup> Feb 2012**

Facilitator for courses such as Tourism Marketing, Organizational Behavior, Front Office, Law Marketing Management and French

- Preparing Standard Operating Procedure for the Front Office Department
- Editor for the in house college magazine, as well as for the in house quarterly newsletter
- Coordinator for the Student Research and Development Cell
- Timetable coordinator

***DINA Institute of Hotel and Business Management, Pune***

**Designation:** Lecturer

**Work Period:** 1<sup>st</sup> September 2008 – 31<sup>st</sup> August 2009

Facilitator for courses such as Services Marketing, Change and Knowledge Management, Human Resources Management, French and Front Office for Hotel Management students

- Course coordinator for the programme offered by the Educational Institute of the American Hotel and Lodging Association for the AHLA Diploma offered by the institute.
- Guiding final year students in their project work

***Vels College of Science, Department of Hotel Management, Chennai.***

**Designation:** Head of the Department, Front Office

**Work period:** 1<sup>st</sup> July 2002 – 2<sup>nd</sup> May 2007

Facilitator for Front Office management, French, Marketing for the students of undergraduate and Post graduate programme in Hotel Management

- Training students in soft skills especially for campus interviews

***Chola Sheraton, Chennai,***

**Designation:** Housekeeping Supervisor,

**Work Period:** 1<sup>st</sup> September 1997 – 21<sup>st</sup> February 1998

- Supervised guestrooms
- Guest grievance handling
- Coordinator for protocol service

**EDUCATIONAL QUALIFICATION:**

- Attended workshop on Behavioral Assessment- August 2021- Swasthik Consulting Service, Bangalore
- Online HR Generalist Practical Training Course- HR India Solutions 2021
- Executive Development Programme in Human Resource Management from XLRI & SHRM, 2017
- Masters Diploma programme in Industrial Psychology, Organizational Behavior and Human Resources Development, 2014
- M.Sc (Hotel & Catering Management), completed from Madras University, in the year 2006, with distinction.
- M.A (French), completed from Madras University, in the year 2002, with distinction.
- M.T.M (Tourism Management), completed from Madurai Kamaraj University, in the year 2000,
- B.Sc (Hotel & Catering Management), completed from Madras University, in

the year 1997 with first class.

## RESEARCH PAPERS AND PUBLICATIONS

### Conference presentations:

1. Presented at the international conference by the Faculty of Hospitality Management, Amrapali Institute of Hotel Management in association with the International Society for Hospitality Education on October 21, 22, 2016:
  - a) Multi Skilling: Empowering Employees or a challenge for them? - A case study approach
  - b) Emotional Contagion - A Nemesis? - A case study approach
2. “Icy Blue Hotels – a case of lost glory?” at ICBM International Case Conference organized by ICBM, Hyderabad. – Won the runner up prize.

### Published as Conference proceedings:

1. Multi Skilling: Empowering Employees or a challenge for them? - A case study approach in AVAHAN, Volume 4, Issue 1, ISSN: 2347 – 4556
2. Emotional Contagion - A Nemesis? - A case study approach in AVAHAN, Volume 4, Issue 1, ISSN: 2347 – 4556

### Textbook Chapter

1. “AM resorts – the sad tale of eroding customer satisfaction! – A case study approach” in Trends and Issues in Indian Hospitality and Tourism: Research and Innovation. ISBN: 978-81-920850-6-7
2. Opportunities in Guest entertainment experiences – an entrepreneurial venture in Ripples – Journal by Department of Hospitality Management and Catering Technology, Garden City University, Bangalore – ISSN 2229 - 6794

### OTHER QUALIFICATIONS:

- Certified Hospitality Facilitator from Ecole Hoteliere de Lausanne 2012
- Certified Front Office Faculty from American Hotel and Lodging Association 2002
- Certified Examiner in Hotel Management by Madras University (2002-2007)

### References

Can be provided on request

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