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SURESH UNNY

**Sales Leader with 25+ Years of ME Work Experience
@ Travel & Tourism Regional Sales**

Australian MBA Graduate worked @ Travel & Tourism MNC's



Key Impact Areas

Strategic Planning & Execution

International Sales & Marketing

Tourism / Travel Management

Region / Territory Management

Budgeting & Forecasting

Leadership & Team Building

Recruitment & Training

Strategic Decision Making

Client / Partner Management

Business Development



Soft Skills



Profile Summary

- ❖ Travel Trade professional with 2 decades+ rich experience in Tourism / Travel Management, Business Development, Hospitality Management, P&L Management, Regional Sales Management.
- ❖ Proficient in reviewing and interpreting the competition and market information to fine-tune the marketing strategies; expertise in executing brand promotion schemes to increase the visibility & performance
- ❖ Hosted Events for Travel Trade partners in MEA Regions Attended many Key Travel Trade Shows and Events like ATM, WTM, ITB Berlin, ITB Singapore, FITTUR, Tourism Board & Hotel Roadshows
- ❖ Managed to launch and create B2B customer base from scratch in the region. Grow it to full sales cycle from initial meetings, unqualified lead to proposal, managing competition, commercials, price negotiation and closure
- ❖ Experienced in achieving the delivery of the highest quality of services & performance standards; providing thought leadership on all operational aspects, reviewing performance, systems and processes
- ❖ Developed employee skill sets like relationship building and presentation skills; expert in collating information and preparing reports on overall performance
- ❖ Skilled in analysing area sales figures, interpreting trends and forecasting future sales volumes as well as liaising with business management teams to make sure they are working towards clear and realistic targets
- ❖ Excellent communication & interpersonal skills with strong analytical, team building, problem-solving and organizational; gained international exposure of working in GCC, South Africa, Mauritius & Australia
- ❖ Leadership roles with great People management skills in leading a team of over 10 members to drive Business Development and Expansion



Education



**2018: Executive Education Program,
Organizational Leadership from IIMA
Indian Institute of Management,
Ahmedabad, India**



**2002: MBA (Marketing) from
BGSB - Queensland University
of Technology, Brisbane, Australia**



**1994: BHM (Hotel Management)
from Bangalore University,
Bangalore, India**



Awards & Trainings

- ❖ **GTA Employee of the Year in 2010**
- ❖ Coaching Skills for Leaders and Managers
- ❖ Leading in Crisis
- ❖ The Six Morning Habits of High Performers
- ❖ Solution Sales
- ❖ Building Self-Confidence



IT Skills

- ❖ MS Office, social media, Salesforce, Tableau, Workday



Growth Path

Founder & COO @ SURE Tourism & Technology Services FZE
Head of Sales & Operations @ Travel Club (ATS Travel Group)
Associate Partner MEA @ Etravelbooster (MGMT Consultancy)
Regional Manager MENA Retail @ Bedsonline (Hotelbeds Group)
Regional Director / Sr. GM ME @ ezeego1 (Cox & Kings Group)
Senior Key Account Manager META @ Hotelbeds (Tui Group)
Business Development Manager – MEA @ GTA (Kuoni Group)
Destination Account Manager – GCC @ Gold Coast Tourism
Sales and Marketing Executive @ Skyline Travels
Sales Executive @ Al Khaleej Hotel Group
Supervisor - F&B @ Crowne Plaza Dubai



Professional Experience

SURE Tourism & Technology Services FZE, Dubai
Jun 2025 – Present



Founder / GM

- ❖ Launched own Consultancy / Representation Company
- ❖ Covering GCC regions as a Representation for Tourism companies to work with Key B2B Travel trade to promote

TravelClub.ae (ATS Travel Group), Dubai
Jun 2022 – March 2025



Head of Sales

- ❖ Launched TravelClub OTA system
- ❖ Expansion of OTA in MEA regions as a Key B2B Travel Portal to Travel trade by scaling development with Inhouse IT Teams.

Etravelbooster (Remote)
Apr 2021 – May 2022



Associate Partner - ME

- ❖ Expanding Online Consultancy services in ME regions during COVID19 period.
- ❖ Founded in 2006 realizes that each business has different skills and their needs for consultancy are unique.

Bedsonline, (Hotelbeds Group), Dubai
Oct 2019 – Dec 2020



Regional Manager Retail - ME

- ❖ Expanding Bedsonline (Retail Online System of HBG) in ME regions after the Merger of GTA & TOURICO with Hotelbeds Group
- ❖ Focusing on GCC Regions market for Growth & then ME countries like Iran, Morocco, Yemen & Pakistan will be Expansion markets; managing ME Sales team to achieve Sales Growth in the region; contributed in Forecasting, Budgeting and making Strategic plans as part of SLT to expand in ME Regions
- ❖ Developing business relationship with all ME Travel Trade partners like Travel Companies, DMC's, TMC's, Tourism Boards, Hotels and so on

Ezeego1.com (Cox & Kings Group), Dubai
Mar 2017 – Sep 2019



Regional Director / Sr. GM Sales - ME

- ❖ Managed for the expansion of ezeego1.com in ME regions as GCC regions is the focus followed by other ME countries'
- ❖ Led ME Sales team and achieved Sales turnover of nearly 100 million AED within 2 years of Start up
- ❖ Forecasted on budget relating to business levels, financial and personnel needs, organizational plans and facility requirements for the Region. Creating partnering alliances across all media; liaising with top decision makers and heads of companies; identifying prospective clients from various sectors and generating business
- ❖ Recruited qualified sales agents and strategized on sales management for each region; trained & mentored regional sales staff and also engage in performance reviews; developed relationship with all ME Travel Trade partners like Agencies, OTA, TMC's, Tourism Boards, GDS, Airlines, Hotels and many more Trade partners
- ❖ Conducting competitor analysis by keeping track of market trends and competitor moves; forecasting periodic sales targets and driving sales initiatives to achieve business goals; recognizing & establishing financially strong and reliable channel partners for deeper market penetration

Senior Key Account Manager - META

- ❖ Managed Key client's portfolio which was around 55 million Euros and managed teams with combined total business worth of 85 million Euros
- ❖ Supervised Travel Trade partners in UAE, Qatar, Oman & Iran Markets in Middle East region and managed Commercial Travel Trade in UAE, Qatar & Iran
- ❖ Developed and implemented Strategic Marketing plans with Key Executives and Top Management; supported various projects to support expansion plans in region

Senior Sales Manager - EMEA

- ❖ Managed client's portfolio which was around 45 million Euros and managed teams with combined total business worth of 75 million Euros
- ❖ Supervised Travel Trade partners in UAE, Qatar, Oman & Iran Markets in Middle East region and managed Commercial Travel Trade in UAE, Qatar & Iran

GTA (KUONI Group), Dubai Oct 2008 – Dec 2013



KUONI group travel experts

Business Development Manager - MEA

- ❖ Developed relationship with all ME Travel Trade partners like Agencies, OTA, TMC's, Tourism Boards, GDS, Airlines, Hotels and many more Trade partners
- ❖ Managed B2B Travel Trade partners from countries like UAE, Bahrain, Iran, Mauritius & South Africa

Gold Coast Tourism Corporation (MAGC), Dubai Nov 2006 – Sep 2008



Destination Account Manager - GCC

- ❖ Managed promotional activities of Australia's Gold Coast region in UAE, KSA, Qatar, Kuwait, Bahrain & Oman by conducting Sales & Marketing promotional activities
- ❖ Developed and maintained partnership with key Travel partners in GCC region through sales visits; organized and participated in Trade and consumer exhibitions and fairs in GCC and Australia
- ❖ Developed, organized and implemented Strategic Marketing activities to increase awareness in the GCC regions

Various Roles, UAE & Australia Dec 1994 – Oct 2006

- ❖ After MBA (2002) started working in Sales & Marketing Executive roles with Al Khaleej Hotels Group and Skyline Travels.
- ❖ During MBA (2000 – 2002) worked part time as F&B Assistant @ Royal on the Park, Brisbane Australia.
- ❖ Started my Career after BHM degree (1994 – 2000) @ IHG Crowne Plaza, SH Zayed Road, Dubai as Supervisor - F&B.



Languages

English, Hindi, Malayalam, Kannada, Tamil & Arabic



Key Sales Skills

**Business
Acumen**

Communication

**Business
Development**

Negotiation

**New
Technology**