











COMMERCIAL **STRATEGY** CONFERENCE

Strategize, Optimize, Capitalize





THE LEELA AMBIENCE GURUGRAM HOTEL, DELHI NCR, INDIA

What Can Your Association Do For You?



GLEN A. GROSIC

Managing Director - Asia

HSMAI Asia Pacific

DELHI 26 July 2024







About HSMAI

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

Founded in 1927 in the US, 97 years young, serving the Hotel Industry for near a century











The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue.



Mission



HSMAI is committed to **growing** business for hospitality by fuelling **sales**, inspiring **marketing**, optimizing **revenue**, and assisting professionals working in these spaces to connect with industry and develop their careers.





National Advisory Boards



EXPERTS

A credible platform of thought leaders of Hospitality Commercial functions in Asia Pacific.

COLLABORATE &

Facilitates and collaborates with key stakeholders on challenges and opportunities to advance, innovate and optimize performance.

EDUCATE

Provide educational content and personal development that will allow Commercial professionals to grow and advance their careers.



HSMAI India Advisory Board



Varun Sharma

General Manager, HSMAI India

Nikhil Golani

Event Manager, HSMAI India

Amit Middha

Director, Revenue Performance, IHG

Brij Bhushan Chachra

Regional VP Marketing, IHCL India

CS Ramachandran (Ram)

VP Hotel Revenue Optimisation, Preferred Hotels & Resorts

Karishma Singh

VP Revenue & Distribution, IHCL

Nikhil Sharma

MD & Area Snr. VP, Radisson Hotel Group

Sakshi Sehdev Dogra

Head of Sales & Marketing, Wyndham Hotels & Resorts

Seema Roy

Area MD, Preferred Hotels & Resorts

Vikram Berry

Area Brand & Content Marketing Director, Radisson



2 Key Areas of HSMAI





Membership for Commercial Hoteliers











Globally recognised Certifications and Training for Hoteliers

Individual Membership



















Individual Membership



MEMBERSHIP BENEFITS



TOOLS & EDUCATION

Access to useful marketing, revenue, sales tools and special Member rate educational opportunities through HSMAI Academy



INDUSTRY EVENTS

Special member pricing on all HSMAI programs, events and publications including the annual Revenue Optimization Conference (ROC)





INDUSTRY INTELLIGENCE

Monthly Insights on latest trends, best practices, and case studies for sales, marketing, and revenue optimisation





PEER NETWORK

Local, national and international contacts





GLOBAL MEMBERSHIP

Opportunity to participate in programs and events in multiple markets globally at special member pricing



2024 Organizational Members

Diamond



BWH Hotels







Emerald







Sapphire









2024 Organizational Members



















- Boston University
 Cornell University
 Johnson & Wales University
- Michigan State University ◆ NYU ◆ Penn State University ◆ University of Delaware
 - ◆ UNLV, William F. Harrah College of Hospitality ◆ Virginia Tech

New India City Chapter Board - Delhi



Conferences & Events



APAC Conferences

REGIONAL













Executive Roundtables

Invitation only. Regional or National or City focused.

General Managers / Sales & Marketing / Commercial / Revenue









Education & Networking Events





Future Proofing Your Career











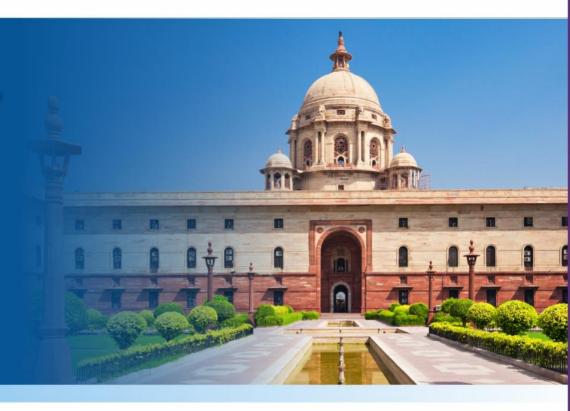




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