

SUMANT SINGH

GENERAL MANAGER | LUXURY HOSPITALITY LEADERSHIP | Revenue Growth & Operational Excellence | High-Performance Teams | Guest & Brand Experience Strategy | LQA Audit & Hotel Re-classification Expert.

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MBA | 2024

Indira Gandhi National Open University

Bachelor's Degree in Hotel & Tourism Management | 2010

Xavier Institute of Hotel Management

DOB: 12 January 1990

LANGUAGES: English & Hindi — Native | Thai — Conversational

EXECUTIVE PROFILE

Hospitality leader with over eighteen years of progressive experience across luxury hotels, heritage properties, business hotels and destination resorts in India, Thailand and Africa. Proven record of transforming operations, strengthening commercial performance, improving guest reputation and developing high-performance teams across Frasers Hospitality, The LaLiT, MGallery / Accor, Le Méridien / Starwood and The Oberoi Group. Strategic, hands-on leader with a focus on guest delight, disciplined asset care and sustainable returns.

Leadership philosophy: The 6R Values — Revenue, Reputation, Repair & Maintenance, Respect, Recognition and Returns — to build high-value, experiential destinations that create emotional guest connections and sustainable commercial outcomes.

AWARDS & RECOGNITION

★ GRI Excellence Award 2025

RECOGNIZED BY FRASERS HOSPITALITY FOR
SOUTHEAST ASIA & AUSTRALIA (SEAA)

✦ Global General Manager Award 2026

RECOGNIZED BY TOP HOTELIERS

👑 Thailand's Most Influential General Managers Award 2025

RECOGNIZED BY CMO ASIA AWARDS

🌿 Green Hotel Thailand Golden Award

RECOGNIZED BY GREEN HOTEL THAILAND

CORE LEADERSHIP & COMMERCIAL EXPERTISE

<i>P&L / GOP Optimization</i>	<i>Revenue • RevPAR • ARR</i>	<i>Cost Optimization</i>	<i>Guest Reputation</i>
<i>LQA & Brand Compliance</i>	<i>Asset Protection / PMP</i>	<i>Team Leadership</i>	<i>Business Development</i>
<i>Yield & Luxury Strategy</i>	<i>Carbon Footprint Reduction</i>	<i>Multi-Unit Supervision</i>	<i>VIP & Guest Loyalty</i>
<i>Renovation Operations</i>	<i>Training & Performance</i>	<i>Stakeholder Relations</i>	<i>Regulatory Audit Readiness</i>

SELECTED OWNER-RELEVANT OUTCOMES

THB 3.5ML GOP Above Budget	THB 3.2ML Annual Savings	95% Guest Satisfaction	No. 1 GRI in SEAA
32.6% Heritage Revenue Growth	66.7% Bekal Revenue Growth	GOP: 33% → 42%	300 - Team Cluster Leadership

PROFESSIONAL EXPERIENCE

GENERAL MANAGER

Frasers Suites Sukhumvit — Frasers Hospitality | Bangkok, Thailand | Jul 2024 – Present

Property & Leadership Scope: 182-suite business hotel; complete operational and commercial accountability; approximately 100 colleagues across all functions.

Core Focus: Revenue Growth • GOP Performance • Guest Experience • Brand Standards • Team & Talent Development • Asset Protection

Financial & Revenue Performance

- Lead end-to-end operations across revenue optimization, GOP, asset value protection, guest satisfaction, brand positioning, team development and sustainability; recruited and developed a strong HOD leadership team and five-year business/succession plan.

Key Responsibilities & Strategic Leadership

- Achieved the hotel's highest annual training hours on record through department-focused training, leadership development and a performance culture; strengthened Preventive Maintenance and Total Productive Maintenance frameworks.
- Delivered historic performance and highest growth versus the Bangkok market; **achieved THB 3.5 Million GOP above budget in 2024–25** and approximately **THB 2 Million annual savings** by eliminating outsourced expenses and building an internal maintenance team without new hires.
- Forecast geopolitical disruption affecting Middle Eastern demand, redirected source-market strategy and sustained approximately 70% occupancy with strong financial results.

Guest Satisfaction, Reputation & Commercial Loyalty

- Won the **GRI Excellence Award 2025** — SEAA; No. 1 Frasers hotel in SEAA for Guest Reputation Score; maintained 95%+ guest satisfaction and No. 1 competitive-set satisfaction.
- **Increased repeat guests by 7% in 2025** vs. 2024 and a further **11% in 2026**.
- Built direct guest relationships generating approximately THB 450,000 monthly business.

Sustainability & Environmental Leadership

- Achieved Green Hotel Thailand Golden Award 2026; repurposed waste iron sheets into a staff-canteen garden; **saved THB 1.2M HLP in 2024** and **THB 1.4M in 2025**; implemented segregation, recycling, composting and seed-ball reforestation initiatives; **reduced carbon footprint 2% in 2024–25** and a further **4% in 2026**.

CLUSTER GENERAL MANAGER

The Ajit Bhawan, Jodhpur — India's First Heritage Hotel & Rawla Narlai — 300 Year Old Heritage Hotel |

Rajasthan, India | Dec 2022 – Jul 2024

Property & Leadership Scope: Two heritage hotels; 300 colleagues; responsibility for business development, revenue, profitability, cost management, guest satisfaction, property development, maintenance, training and team building.

Core Focus: Revenue Growth • GOP Performance • Guest Experience • Brand Standards • Team & Talent Development • Asset Protection

Key Responsibilities & Strategic Leadership

- Led cross-functional operations across Rooms, F&B, Sales & Marketing, Finance, Engineering and HR, strengthening commercial performance while protecting the heritage character and guest experience.

Financial & Revenue Performance

- YTD 2022–23 vs. YTD 2023–24: **increased ARR from INR 11,800 to INR 17,000**, delivered approximately **32.6% revenue growth** and a historic performance for the group, and increased **GOP from 33% to 42%**.

Guest Satisfaction, Reputation & Commercial Loyalty

- Raised **guest satisfaction from 82% to 94.6%**, improved **TripAdvisor from No. 21 to No. 8**, improved OTA performance and increased structured guest-feedback collection by 50%.
- Resolved all major seepage issues; **achieved 92% PMP**; led redesign and refurbishment of 23 rooms including bathrooms; developed a state-of-the-art technology-enabled meeting room; established monthly training and GMA sessions.

RESIDENT MANAGER / HOTEL MANAGER — UNIT HEAD

The LaLiT Resort & Spa Bekal | Bekal, Kerala, India | Jul 2020 – Dec 2022

Property & Leadership Scope: Complete resort operations and commercial performance; 86 colleagues across Rooms, F&B, Spa, Sales & Marketing, IT, Finance, Engineering, Security and other functions.

Financial & Revenue Performance

- Led revenue, profitability, guest satisfaction, training, maintenance, business development and engagement; built cross-functional support and multitasking culture.
- **Eliminated revenue-leakage** opportunities and created a **coconut sales initiative from approximately 1,800 trees, generating approximately INR 6 Lakhs every three months**; developed feeder-market connections via **sales calls in Delhi, Bangalore and Gujarat**, DMC relationships, and local weddings/events.
- **Increased ARR from INR 8,000 to INR 14,000** and delivered approximately **66.7% revenue growth**. Delivered INR 6 Lakhs profit in FY 2020–21 — the hotel's first profit — **followed by INR 6 Crore profit in FY 2021–22 (Covid Era)**.

Guest Satisfaction, Reputation & Commercial Loyalty

- Raised **guest satisfaction from 72% to 92%**, **achieved TripAdvisor No. 1**, and established a team to collect feedback at every stage of the guest stay.

Sustainability & Environmental Leadership

- Improved gardens and guest rooms, developed a vegetable garden to reduce procurement costs and enhance guest experience, and delivered extensive training and team-building.

HOTEL MANAGER / RESORT OPERATIONS MANAGER

Avista Hideaway MGallery Hotel Collection — Accor Luxe | Phuket, Thailand | Sep 2017 – May 2020

Property & Leadership Scope: Career progression: **Front Office Manager → Resort Operations Manager → Hotel Manager**; 207 colleagues across all hotel functions.

Financial & Revenue Performance

- Led resort operations, guest experience, brand compliance and commercial performance around the six “R” principles: Revenue, Reputation, Repair & Maintenance, Respect, Recognition and Returns.
- Applied yield management and category-based selling; **increased ARR from THB 3,300 to THB 4,800**; captured upgrades, breakfast, extra-person and ancillary opportunities; **increased repeat guests by 15%**; delivered **highest revenue from a single Chinese New Year buffet event**.

Guest Satisfaction, Reputation & Commercial Loyalty

- **Increased RPS from 85 to 92 and NPS from 30 to 80+**, improved **TripAdvisor from No. 11 to No. 3**; led **LQA audit**; **achieved 94.2% MGallery Brand Core Standards (Top 7 in brand)** and **92% Accor Hotel Luxe Standards**.
- Completed PMP and renovation of Pool Suites then repositioned them at higher rates; implemented annual, occupancy-aligned PMP; organized monthly team-building and HMA recognition sessions.

CLUSTER FRONT OFFICE MANAGER

Leonia Holistic Destination | Hyderabad, Telangana, India | Nov 2015 – Sep 2017

Property & Leadership Scope: 70+ Front Office colleagues across Celestia, Lagoon Bay, Leo Biz and LICEC; destination scope: 462 rooms, 120 budget beds, 41 meeting/conference venues across 500 acres.

Financial & Revenue Performance

- Managed cluster Front Office standards, arrivals, departures, room allocation, guest relations, service recovery, interdepartmental coordination, training and revenue awareness across four properties.

CLUSTER FRONT OFFICE MANAGER

Speke Resort Munyonyo & Munyonyo Commonwealth Resort | Kampala, Uganda, Africa | Mar 2014 – Nov 2015

Property & Leadership Scope: 50+ Front Office colleagues across two hotels; 550 rooms, 26 boats and 30 horses across 100 acres.

Key Responsibilities & Strategic Leadership

- Led complete Front Office guest journey, service recovery, coaching, inventory coordination and collaboration with Housekeeping, F&B, Engineering, Security and Sales in a complex resort environment.

DUTY MANAGER

Le Royal Méridien — Starwood | Chennai, India | Nov 2013 – Feb 2014

Property & Leadership Scope: Management representative on duty.

Key Responsibilities & Strategic Leadership

- Managed shift operations, guest-facing standards, service recovery, escalations, handovers and cross-functional coordination; supported efficient Front Office and room-allocation processes.

SR. FRONT OFFICE SUPERVISOR / FRONT OFFICE ASSOCIATE

The Oberoi Udaivilas | Udaipur, Rajasthan, India | Oct 2010 – Oct 2013

Property & Leadership Scope: **FO Associate:** Oct 2010 – Nov 2011 | **Sr. FO Supervisor:** Nov 2011 – Oct 2013.

Core Focus: Guest Experience • Brand Standards • Team & Talent Development

Key Responsibilities & Strategic Leadership

- Progressed to Senior Front Office Supervisor; delivered luxury guest experience, service personalization, arrivals, departures, room allocation, guest relations, service recovery and team training aligned with Oberoi standards.
- Awarded Employee of the Month twice and Employee of the Year once; **certified departmental trainer by Oberoi Hotels & Resorts.**

FRONT OFFICE ASSOCIATE

Hotel Sitara — Ramoji Film City | Hyderabad, Telangana, India | Sep 2009 – Sep 2010

Property & Leadership Scope: Foundation role in hotel operations.

Key Responsibilities & Strategic Leadership

- Handled arrivals, check-ins, departures, room allocation, enquiries, service recovery and coordination with Housekeeping; built the foundation for later supervisory, Front Office management and hotel leadership roles.

REFERENCES:

Mr. Prawesh Das General Manager Leonia Holistic Destination, Hyderabad, India. Contact- +91 9295002233	Mr. Surender Singh Hotel Manager Khao Lak Marriott Beach Resort & Spa, Thailand. Contact- +66 61 173 3434
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