

SEEMA PATHANIA

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SUMMARY

Experienced leader in business development, with demonstrated history of driving strategic initiatives and cultivating new business opportunities across various sectors including Aviation, Automobile, FMCG and Mobility Services. Proficient in developing and implementing innovative solutions to drive revenue growth & expand market presence. Possesses strong leadership with excellent stakeholder management and communication skills, enabling effective collaboration and project execution.

PROFESSIONAL EXPERIENCE

AISATS Airport Services Private Limited August 2023 - Present
Senior Manager - New Business

Leading strategy development and new business portfolio development (*other than traditional ground handling and cargo handling operations*) for Indian and Global aviation markets.

Sabbatical Break (*Elderly Care*) January 2020 - July 2023

During sabbatical, completed four-month assignment with Refex Group (Airport & Transportation) from November 2022 till March 2023.

Uber India Systems Private Limited, Gurgaon (HQ) August 2019 - December 2019
U4Her Manager

Led the development and implementation of Lead Management System across supply channels of Rider Business in Uber India & Bangladesh markets. Proactively identified SaaS ZOHO software and streamlined entire lead generation process.

Delhi International Airport Private Limited (GMR Group) June 2006 - September 2018
Associate General Manager - New Business & General Aviation

Demonstrated exceptional leadership by developing new business streams at Delhi Airport resulting in phenomenal airport revenue growth in 14 years. Played a pivotal role in spearheading the conception, structuring, and execution of several key commercial projects namely Duty free, Multilevel car parking, T3 retail designing Inflight kitchen, cargo logistics center, FBO & MRO, Taxibot at Delhi Airport.

Responsibilities: March 2014 - September 2018

- Develop strategic plans for diversifying revenue streams and expanding the Delhi airport's business portfolio.
- Identify key areas for growth and generate innovative business concepts and translate market insights into actionable business proposals considering project feasibility, profitability and scalability.
- Responsible for section's P & L, annual budget development and payment management from concessionaires.
- Bid development from concept to bid structuring. Managing bid (RFP) process - bid release, evaluation and awarding concession to the successful bidder.
- Collaborate with internal and external stakeholders for successful implementation of projects.
- Facilitating in airport related approvals and any other project requirements to ensure successful execution.
- Ensuring adherence to service level agreements (SLAs) by concessionaire

- Development and implementation of General aviation portal as part of strategy to streamline FBO & MRO operations.
- Utilization of vacant land parcels for temporary use of land to support revenue optimization.
- Cultivate partnerships with airlines, aero and non-aero concessionaires, and government organizations in order to explore collaborative business opportunities.

Business Integration Manager (Special Projects)

August 2011 - February 2014

Responsibilities:

- Develop a comprehensive integration strategy to streamline business operations and enhance synergy across various teams within airport.
- Foster collaboration and communication among different teams such as airline marketing, cargo operations and aero concessions to ensure cohesive integration efforts.
- Designing and implementation of new processes
- P & L management for Aero Commercial division including airline marketing, aero concessions and cargo businesses at DEL
- MIS analytics tool development and its implementation
- lead change management initiatives to ensure smooth transition and integrations such as Business continuity planning (BCP), ISO and Business Excellence (BE) for Commercial.
- Development of concepts in aero related commercial and cargo such as e-commerce industry's impact on cargo business and led the development of cargo logistics centre

Associate Manager - Aero Commercial

March 2009 - July 2011

- Concession development and awarding new In-flight kitchen (IFK) and measuring 19,296sqm to Oberoi group (EIHL)
- Smooth T3 operationalization of Aero Commercial concessions such as Ground Handling and Fuel Farm
- Monitoring In-flight kitchen (IFK) business performance
- Medanta airport concession and operationalization

Associate Manager - Non Aero Commercial

June 2006 - February 2009

- Terminal 3 retail designing and retail development of ~30,000 sqm
- Duty free concession development and award to Alpha Duty free
- Terminal 2 retail designing and retail development.
- T3 Multi level car parking and T1/T2 Parking concession bid development and concession management
- Supporting in Airport transition from Airports Authority of India to GMR led Delhi Airport and ensuring necessary documentation is completed with respect to the commercial contract..

Accomplishments (2006 till 2018 @ Delhi Airport)

- Awarded Fixed Based Operator (FBO) & Maintenance Repair & Overhauling (MRO) concession (NPV Rs 416cr)
- Streamlined General Aviation on ground operations and developed / implemented General Aviation Portal
- Awarded automated exterior aircraft cleaning (NPV Rs 19cr)
- Awarded PRM services & Art Gallery in General Aviation Lounge (~ Rs 1cr annual income)
- Skylympics editions: conceptualized and executed two editions (Rs 1.5cr income)
- Commercialized brand related events @ IGI Airport (over Rs 2.5cr annual income)
- Awarded Taxibot - commercialized world's first Taxibotting for aircraft.
- Air Cargo Logistics Centre (ACLC) development, and sold space to Delhivery , Amazon (~55% of total space)
- Designing and executing IGIA Awards for better stakeholder relationships

Honda Motorcycles & Scooters India (HMSI) Limited

September 2004 - October 2005

Training Executive

Trained 160 General Managers and 340 Sales staff from dealerships on Honda Marketing Management principles. Designed and executed "Salesman of the year" contest for all India dealerships.

Bikanervala Foods Private Limited

September 2002 - August 2004

Marketing Officer

Developed brand and design guidelines for restaurants, snacks packaging for domestic and export markets. Managed advertising budget of Rs 2cr for snacks and namkeen section through global advertising agency.

EDUCATION & OTHER COURSES

Indraprastha University (G.G.S.I.P.U), New Delhi

July 2000 - June 2002

Master of Business Administration (M.B.A.) - Marketing & Finance

University of Delhi, New Delhi

July 1997 - June 2000

Bachelor of Applied Science (B.A.Sc.) - Instrumentation

Positive Intelligence (course by Mr. Shirzad Chamine , Chairman of CTI, USA)

2022

Franklin Covey's Leadership development program

2018

Tata Quality Management System (TQMS)

Business Continuity Planning (BCP)

Thomas Profiling (PPA)

STRENGTHS AND EXPERTISE

Leadership

P&L Management

Execution

Negotiation Skills

Business Development

Communication

Stakeholder Management

Strategy planning

Out of Box Thinker

HONORS & AWARDS

Awarded "Top 5 Employees" in Delhi International Airport Limited in February 2018 for being consistent performer and implementing "Out of the Box" projects as Head New Business at Delhi Airport

IT SKILLS

MS Office

Google Sheets

MS Projects

Canva

Zoho CRM / LMS

ChatGPT

LANGUAGES

Hindi

English

Current Location : Delhi

Preference : Delhi / NCR

Notice Period : 2 to 3 months