



VIVEK KUMAR SAXENA

Sales ,Retail Management,
Fine Wine & Luxury spirits Specialist

About Me

Experienced Sommelier with a demonstrated history of working in the hospitality industry. Skilled in Food & Beverage, Hospitality Management, Hotel Management, Sales Management, and Retail Sales. Strong operations professional with a focused in sales & marketing from Amity University.



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Al Jazeera , Al Hamra , RAK

LANGUAGE

- English
- Hindi
- Arabic (basic)

EXPERTISE

- Management Skills
- Creativity
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership

EXPERIENCE

Territory Sales Manager **Organico Travel Retail - UAE** **May 2023 - Present**

Handling the Portfolio of William grants & Sons in UAE – Retail sector. Planning and developing merchandising strategies with buyers, suppliers, distributors and analysts to negotiate prices, quantities and time-scales

MMI - Dubai **Retail Store Manager** **Nov 2022- April 2023**

Training, supervising and appraising staff. Managing budgets. Maintaining statistical and financial records. Dealing with customer queries and complaints. Overseeing pricing and stock control

Fine Wine & Luxury sprits sales Specialist- Leclos & AHC **Oct 2018 - Nov 2022**

Handling VIP customers for wines sales.
explain and give advice on wine.
Wine advisors are easily confused with sommeliers, but their knowledge and qualifications are completely different.
Provide explanations and advice to people who buy wine at our stores.
Help people develop an appreciation for wines that suit their needs or tastes.
Interact with customers, helping them choose wines that suit their needs and encouraging them to try new varieties.
educating people on topics such as wine etiquette or learning the difference between sparkling wine and champagne.

EDUCATION

Amity University

Bachelor of Business Management
2020-2023

Mangalam School of Management

Hotel Management /Bachelor Degree
Food & Beverage Service
2009-2012

Army Public School / CBSE Board

2008

Institute of Bar Operations & Management Bartending & Mixology

2008

Wines & Spirits Credentials

WSET Level 3 - Wines(Merit)
WSET Level 2 - Spirits (Merit)

Licenses & certifications

Fundamentals of Digital Marketing
Google Digital Garage
2021

HONORS & AWARDS

Food Beverage Coordinator

CISF (Central Industrial Security Force)

- Give them a helping hand in F&B operations, serving VIP's
- Trained staff, Bar setup for events

Bacardi apprentice programBacardi apprentice program

Issued by Bacardi India Pvt Ltd · Feb 2014

- Associated with Oberoi Hotels & Resorts

Wine Merchandiser

Oscar Grand Cellar

Jul 2017 - Oct 2018

Planning and developing merchandising strategies,analyzing sales figures, customers reactions and market trends to anticipate product needs. Collaborating with buyers, suppliers, distributors and analysts to negotiate prices, quantities and time-scales

On-Trade Sales Manager

Mohan Brothers Pvt Ltd

Nov 2016 - July, 2017

Influence team commitment to continually strive for 100% "Very Satisfied" customers. Manage a team of Trade Account Managers to exceed specific revenue and margin targets.

Brand Ambassador

Moet Hennessy India Pvt Ltd

April, 2014 - Sep, 2016

Effectively utilize my interpersonal skills to work with customers as well as other team members. Educate potential buyer of the benefits offered by the product. Maintain an organised file of all paperwork for each event.Provide positive image for employer and products offered.

Mix Hospitality & Bar Experience

2008-2013

Worked in different segments of hospitality as Bartender. Kitty Su by The Lalit as Bar Supervisor 365 by Oberoi Gurgaon as Sommelier more on.....

KEY STRENGTHS

wine & Sprits Expert

Understand the wine portfolio and demonstrate exceptional knowledge of wines and trends relevant to the fine wine . An in-depth and sophisticated understanding of wine and spirits to include regions/varietals,food pairing technique's and service

Customer Centricity

Posses a clear focus on meeting the needs of customers. Develops a customer experience that is consistent with the brand positioning,promise and values. Demonstrate professionalism and knowledge as a representative of the organisation at all times and improve customer relationship to leverage the best scenarios for the business.