

ABOUT MR. VIKRAM LALVANI, MD & CEO, STERLING HOLIDAY RESORTS LTD.

Vikram Lalvani is the Managing Director & Chief Executive Officer of Sterling Holiday Resorts Limited, a leading leisure hospitality brand in India.

Vikram has over 28 years of incisive leadership experience in Hospitality, Leisure and ITeS industries. He is a strong business transformation leader, having specialized in designing and executing turnaround strategies across several lines of business.



A strong hotelier, having pioneered Revenue Management in the Hospitality industry, the initial 12 years of Vikram's career were with the Taj Hotels across multiple functions – Revenue Management, Business Development & Resort Operations.

He has coupled his Hospitality skills with IT & ITES Business Processes, having led operations in the India and Asia Pacific regions for Sutherland Global Services for over 4 years, dealing with IT and Business Processes for global Fortune 500 companies.

He has brought this rich experience, his strong business acumen & vision, and an entrepreneurial mindset to bear in Sterling for the past seven years and over having overseen several strategic responsibilities including Customer Engagement, Revenue Maximization, Hotel Sales, Resort Operations and Business Development before taking on the position as Managing Director and CEO.

Vikram has transformed the company's business model for scalability and has made Sterling into a profitable hospitality company. He has designed and developed tech-enabled business process solutions at Sterling that drives enablement for customers, partners and associates alike.

More details on Sterling Holiday Resorts: www.sterlingholidays.com

A Mechanical Engineer and an MBA with specialized Certifications in Leadership Accelerated Programs from The Wharton Business School, Cornell University, and IIMs.

A self-confessed movie enthusiast, Vikram loves to travel. He combines his passions with his job as he drives Sterling to make it the country's leading leisure hospitality brand!

Vikram also holds the position of Chairman of AIRDA (All India Resort Development Association) www.airda.org

Link: Sterling Holiday Resorts Limited