MONIKA MEEL

Senior Account Management | Strategic Partnerships | APAC Supplier Networks | Corporate Housing | Travel Technology

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PROFESSIONAL SUMMARY

Commercial partnerships and account management leader with **15+ years** of experience driving growth across APAC in corporate housing, serviced apartments, hospitality, travel technology, and global mobility. Proven track record of building high-performing supplier networks, launching operations in new markets, negotiating enterprise partnerships, and delivering revenue growth.

Successfully built Situ's supplier footprint across seven APAC markets and spearheaded Acomodeo's expansion across Asia-Pacific, **onboarding 2,000+ serviced apartment** properties in the first year. Known for transforming greenfield markets into profitable business units through strategic partnerships, commercial negotiation, supplier engagement, and data-driven decision-making.

CORE SKILLS

Commercial & Strategic Leadership	APAC Market Expansion • Strategic Partnerships • Supplier Network Development • Enterprise Account Management • Key Account Management • Commercial Negotiation • Revenue Growth • Contract Management • Business Development • Global Mobility Programs
Industry Expertise	Corporate Housing • Serviced Apartments • Travel Technology • Hospitality Distribution • Hotel Partnerships • Relocation & Mobility Services
Technology & Analytics	Salesforce CRM • Advanced Excel • Performance Reporting • Revenue Management • Business Intelligence • Data Analysis
AI-Enabled Productivity	AI-Assisted Account Planning • Market Intelligence Research • Competitive Analysis • QBR Preparation • Workflow Automation • Supplier Onboarding Optimization

PROFESSIONAL EXPERIENCE

Situ - Senior Partner Account Lead, APAC | March 2022 - Present

- Built Situ's **APAC supplier network** across China, Japan, Singapore, Australia, Taiwan, Indonesia, and Malaysia, generating over **8,000 room nights** and contributing $10M+ annualized revenue.
- Led commercial negotiations with the **region's top 50 supplier partners**, improving **rate competitiveness by 10%**.
- Designed and implemented an AI-assisted supplier onboarding process, increasing **repeat bookings to 60%** while saving approximately 15 hours per week in operational effort.
- Conducted quarterly business reviews with strategic partners, generating insights that contributed to a revised regional pricing strategy and **40% growth in bookings**.
- Partnered with multinational clients to provide market expertise across APAC, reducing employee relocation **booking timelines from one week to 48 hours**.

Acomodeo - Account Manager, Sourcing APAC | September 2018 – Oct 2021

- Established Acomodeo's APAC supplier network **from the ground up as the sole regional sourcing manager**.
- **Onboarded 2,000+ serviced apartment** properties in the first year, achieving a 50% booking conversion rate.
- Negotiated **commercial agreements with 20+ hotel groups** and serviced apartment operators across Asia-Pacific, **improving margins by 15%**.
- Developed scalable onboarding processes, performance dashboards, and pipeline management tools that reduced **supplier activation time by 50%, from 30 days to 15 days**.
- Represented the company at international travel and hospitality conferences, **generating an average of 5+ qualified partnership** opportunities per event.

Goomo Holdings Services India Pvt. Ltd. - Assistant Manager, Business Development | January 2017 - September 2018

- Managed and expanded a hotel portfolio valued at approximately $10M across South India.
- **Acquired 1,000+ hotel partners** and increased partner **revenue by 80%** through strategic account management and commercial optimization.
- Strengthened supplier relationships and improved market coverage across key regional destinations.

NightStay Private Limited - Market Manager, South India | June 2015 - June 2016

- Increased regional bookings by 40% through targeted supplier acquisition strategies and pricing optimization initiatives.
- Expanded market penetration and improved commercial performance across South India.

Agoda International Pvt. Ltd. - Assistant Market Manager, Hotels | December 2014 - June 2015

- Managed a portfolio of approximately **1,500 hotels, delivering 110% booking growth** through revenue optimization and account management initiatives.
- Enhanced supplier engagement and improved portfolio performance across assigned markets.

Cleartrip Pvt. Ltd. - Assistant Manager, Hotels | June 2011 - December 2014

- Contracted **2,500+ hotels across Bangalore** and surrounding destinations, significantly expanding regional inventory supply.
- Developed **strong partnerships** with hotel operators and improved market coverage.
- Awarded 'Employee of the Year 2013' for outstanding commercial performance.

ITC Fortune Hotels - Sales Coordinator | September 2009 - June 2011

- Improved CRM efficiency and sales pipeline management, reducing turnaround times by 30% through process standardization and cross-functional coordination.
- Supported revenue generation through proactive customer and stakeholder management.

EDUCATION

Bachelor of Hotel Management & Catering Technology

Army Institute of Hotel Management & Catering Technology, Bangalore University | 2005 - 2009