

**Behram Vaid**

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I am an enthusiastic and dedicated professional - working at Jet Airways - with 23 years of work experience & expertise in various departments. I have grown from being a *Cabin Crew* to *Asst. Base In-Charge-Inflight Department* handling base operations at Mumbai, further gaining experience as *Manager - Service & Delivery* handling Product and Services for Inflight Department. I have been part of the aircraft designing and delivery projects for Jet Airways. Moving on to the eCommerce & Innovation Dept as **Product Manager - Portal Management** where I currently Head the Portal Unit.

**Experiences to talk about :**

***eCommerce & Innovation Department***

- ✚ Part of the core team to implement GST on [jetairways.com](http://jetairways.com) which went live on 01 July, 2017
- ✚ Part of the core team to launch new website [jetairways.com](http://jetairways.com) which went live on 01 July, 2015
- ✚ Implementation of the e-appraisal system for Jet Airways.
- ✚ Implementation of in-house and third party products
- ✚ Good understanding of business and technology to design, innovate products

***In-flight Department***

- ✚ Assisted in the design of the B777 and A330 cabin, galleys and cabin lighting
- ✚ Defined specifications for the Inflight Entertainment, Boarding Music and Automated Announcements
- ✚ Part of the core team to implement the WIFI streaming for Inflight Entertainment
- ✚ Development of the First Class Inflight Product for B777
- ✚ Implementation of the flight report automated system for Jet Airways and Jetlite
- ✚ Implementation of the Buy on Board model - Jet Airways Konnect / Jetlite

**Skills and Focus**

- ✚ Forward-looking, self-motivated professional with twenty one years of Customer Service experience in Airline Industry.
- ✚ Handle Operations and Service Design.
- ✚ Independently manage Projects - thus being exposed to different departments in the organization.
- ✚ Focus being on cost reduction and revenue generation and inclined towards innovation

- ✚ Always striving toward automation of jobs, whereby, additional jobs can be managed

## **Professional Experience**

### ❖ **Working with Jet Airways (India) Ltd.**

Since April 1996 till date

#### ➤ **eCommerce & Innovations Department**

##### **Product Manager – Portal Management**

*Reporting to GM – eCommerce and Innovation Department*

Since April 2013 till date

### **Responsibility**

- To develop country websites, update all initiatives, developments on various portals - Ensure data / content is correct, relevant and updated 24x7
- Coordinate with sales teams and agency on all updates, new initiatives, developments on various portals
- Coordinate with internal departments and refresh content / data / policies as and when they change
- Recommend on an ongoing basis key features to be promoted on the website / various sections based on importance / priorities
- Respond and analyze feedback received through the website – use this feedback for enhancement of the same
- Recommend web initiatives and when implemented ensure compliance
- Brief and liaise with the external agency to ensure designs and content is as per corporate standards
- Develop new applications based on business needs
- Research and keep abreast of e-commerce developments in the market

### **Achievements**

- Launched Dark site for [jetairways.com](http://jetairways.com) which is aimed at providing critical information to a guest accessing the website during crisis.
- Launched the new [jetairways.com](http://jetairways.com) which went live on 01 July, 2015
- Implemented the W3C guidelines due to which [jetairways.com](http://jetairways.com) is accessed by differently abled guests.
- Enhanced the Jet Privilege application from a security perspective to ensure a water tight approach.
- End to end project management to create a brand new Arabic, Vietnamese and Spanish multilingual site in addition to the various English sites that were launched.

- Also successfully implemented:
  - o *GlobalLinker*, a business networking solution platform for Small and Medium Enterprises (SMEs) in India.
  - o Upgrade to content management system
  - o Migration of hardware from Reliance to Sify data Centre.
  - o Single Brand Campaign on jetairways.com
  - o Business Rewards+ and Family and Kids program for JetPrivilege
  - o Enhancement to the eService Tracker,
  - o Travel advantage a leisure program for the employees of various corporates

➤ **Product / Service Design and Development Department**

**Manager – Service Design & Delivery**

*Reporting to Sr. GM – Inflight Department*

December 2005 to March 2013

**Responsibility**

- To design and continuously improve service procedures for onboard service delivery.
- Continuously improve Guest Experience
- To design the onboard management of In-flight sales, In-flight entertainment and marketing initiatives.
- To Support the In-flight Product and Services Department to develop Cabin interior, galleys and service equipment.
- To define standards for the Cabin Crew Training Department to train to set standards.

**Achievements**

- Assisted in the design of the B777 and A330 cabin and galleys and cabin lighting
- Defined specifications for the Inflight Entertainment, Boarding Music and Automated Announcements
- Development of the First Class Inflight Product for B777
- Compilation of the Cabin Crew Operating Manual for the B777 and A330
- Implementation of the automated flight report system for Jet Airways and Jetlite – improving efficiency and a cost saving of INR 19,51,312 per annum
- Implementation of the Buy on Board model - Jet Airways Konnect / Jetlite
- Jet Spark – Jet Privilege program for our young flyers

➤ ***Assistant Base Incharge – Bombay Base***

*Reporting to Base Manager – Bombay Base*

April 2002 to November 2005

**Responsibility**

- Provide a safe, efficient and seamless customer service experience
- Managing and developing Cabin Crew
- Strict compliance to D.G.C.A. rules & regulations.

**Achievements**

- Was part of the core team to implement ISO 9001 2000 for the Inflight Service department

➤ ***Senior Flight Steward***

*Reporting to Base Manager – Bombay Base*

September 1999 to March 2002

**Achievements**

- Was part of the A-Team to handle VIP & Charter flights

➤ ***Cabin Crew***

April 1996 to August 1999

❖ **Worked with Damania Airways**

*May 1995 to March 1996*

- ▶ As a customer service assistant
  - Managing reservation and ticketing counter
  - Handling check-in
  - Load and Trim for B737-200 aircraft
  - Handling ramp and boarding gate

❖ **Worked with Damania Shipping**

*August 1994 to April 1995*

- ▶ As a steward on the catamaran

### **Trainings & Management Programs**

- ▶ Problem Solving Certification course by Qimpro
- ▶ LEAN Management, conducted by GE trainers
- ▶ Auditors training for ISO 9001 2000
- ▶ GEMS program for Service Excellence
- ▶ Assessment Centre for Pilots

### **Educational Qualifications**

- ▶ Bachelor's Degree in Commerce (B.Com), Delhi University

### **Others**

- ▶ Languages known – English, Hindi, Gujarati and Marathi
  - ▶ Hobbies – Reading, Watching movies and Listening to Music
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