ASHNI VORA

INTERNATIONAL PARTNERSHIP LEAD(SEA REGION)

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SUMMARY

Strategic and performance-driven Partnership Leader with 6+ years of experience in driving revenue growth, building strategic alliances, and leading cross-functional initiatives across international markets. Currently managing the Thailand market for Zostel — Asia's largest backpacker hostel and experiential travel brand. Proven success in expanding market presence, optimizing commercial performance, and developing scalable partner strategies. Skilled in relationship management, data-driven decision making, and driving measurable outcomes through innovative growth partnerships

EDUCATION

2013 - 2018

MUMBAI UNIVERSITY

- Bachelors in Finance
- Diploma in EXIM
- Pursuing MBA

WORK EXPERIENCE

■ **2025 – Present**

Zostel (Zostel Hospitality Pvt. Ltd.)

Partnership Lead – Thailand Market

- Spearheading Zostel's expansion into the Thailand market by identifying, onboarding, and managing strategic hospitality partners across key tourist regions.
- Driving property acquisition and partnership models to build long-term collaborations focused on profitability, visibility, and operational sustainability.
- Collaborating closely with the marketing, OTA, and demand teams to optimize partner visibility and drive occupancy growth.
- Leading strategic discussions with property owners and tourism partners to enhance brand positioning and achieve cross-market growth objectives.
- Conducting competitive landscape analysis to shape entry strategy, pricing, and performance benchmarks for Southeast Asia.
- Developed data-backed partner performance frameworks resulting in higher retention and increased partner satisfaction.

■ **2021 - 2024**

Amberstudent

Senior Sales Manager | Pune, India | Dec 2022 – Dec 2023

- Managed and expanded an international property portfolio, focusing on US and UK markets within the student housing vertical.
- Drove a 90% increase in sales revenue through targeted initiatives and relationship-based account management.
- Achieved 50% improvement in customer retention via CRM implementation and sales process optimization.
- Oversaw a team of 25 sales associates, mentoring them to deliver a 20% improvement in performance through data analytics and strategy planning.
- Enhanced operational efficiency by streamlining sales workflows, resulting in a 15% reduction in cancellations.
- Strengthened key partnerships with property management firms, negotiating win-win commercial terms aligned with long-term business goals.

Amberstudent

Senior Strategy Sales Lead | Pune, India | May 2021 – Dec 2022

- Formulated and executed data-driven sales strategies for new market entries, driving measurable growth in property partnerships.
- Worked closely with leadership on pricing and portfolio strategy, ensuring consistent revenue and occupancy growth.
- Represented Amber in high-value negotiations with US property management firms, expanding international footprint and brand visibility.

SKILLS

- Expanded Zostel's partnership footprint across Thailand, creating a sustainable pipeline of high-value hospitality partners.
- Led sales initiatives contributing to a 90% YoY revenue increase at Amber through process innovation and team alignment.
- Successfully managed strategic partnerships across US, UK, and Thailand, delivering consistent growth in occupancy and partner satisfaction.
- Championed CRM adoption at Amber, leading to higher efficiency, transparency, and performance tracking across teams.

TOOLS & TECHNOLOGIES

CRM (HubSpot, Salesforce) | Google Workspace | Excel & Data Analytics | OTAs (Booking.com, Agoda, Airbnb, Expedia) | Project Management (Asana, Trello)

LANGUAGES

- English
- Hindi
- Learning Thai