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## Pulse Hotels appoints Audra Arul as Cluster Director of Sales

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Pulse Hotels & Resorts has appointed a new Cluster Director of Sales for its destinations, Kandima Maldives in Dhaalu Atoll, a stylish island set-up, and Nova Maldives, an all-inclusive beach resort.



Audra Arul has more than a decade of robust experience in the hospitality industry, and has established herself as a dynamic sales leader with a proven track record of driving revenue growth and fostering strong client relationships, the resort said.



In her new role for Kandima and Nova, Arul said she is eager to leverage her strategic vision and market knowledge to elevate the sales performance and

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strengthen the resort's position as anything but ordinary and soulful lifestyle destinations in the Maldives.

She said she is committed to driving innovation in sales strategies, forging strategic partnerships, and providing unparalleled service to clients, thereby contributing to the continued success of both the resorts.

Althaf Mohamed Ali, COO, Pulse Hotels & Resorts, said: "We're delighted to welcome Audra to the Pulse family. With her proven track record and thorough industry insight, I am confident that Audra will make significant contributions to our sales initiatives, further enhancing our position as a leading hospitality organization in the Maldives."

Arul said: "It's a privilege to join the dynamic team at Kandima and Nova as the Cluster Director of Sales. I'm excited to be part of such an innovative and forward-thinking resort group, and I look forward to contributing to its growth and success in this highly competitive hospitality arena."



### Hotelier News Desk

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