

Holds a Bachelor in Tourism & Hotels Management and has about 24 years experience working in his field of education.

## PERSONAL DATA

Nationality : Egyptian  
Birth Date : 11/11/1971  
Gender : Male  
Marital Status : Married  
Residence : Heliopolis, Cairo

## EDUCATION

: Bachelor in Tourism & Hotels Management, Cairo, 1996

## LANGUAGES

Arabic : Native Language  
English : Fluent  
French : Fair

## COMPUTER SKILLS

: Windows, MS Office (Word, Excel, Power Point), Internet  
: Computer Billing Systems (Local & International)

## TRAINING COURSES AND CERTIFICATIONS

: Restaurant Leadership Practice Diploma from Hamburger University of Chicago, USA (Mar. 2001).  
: Assistant Centre Manager Training Program - Regus Riyadh Business Centre (Jan. 2004).

## CHRONOLOGICAL EXPERIENCE RECORD

**Dates** : From Oct. 2017 till now  
**Employer** : Spiranti Restaurant and Café  
**Job title** : Operations Director  
**Job Description** :

- Create and Invent Egyptian local brand for restaurants and café.
- Positioning of the brand in the market.
- Looking for potential sites often with the expectation for the brand to grow.

- Implement the operational system to achieve the maximum profit.
- Contributing in the sales & marketing plans.
- Contributing in managers, staff plan, training & development plan.
- Suggesting new products that increase earnings and profits.
- Reviewing measures to achieve performance targets.
- Direct overall responsibilities related to operation.

**Dates** : From Feb. 2016 till Aug. 2017  
**Employer** : Nereen foods for investment & development, Cairo  
**Job title** : Operations Director (SmashBurger)  
**Job Description** :

- Delegated to head the branch, product, service within the region.
- Contributing in the market study plan, analysis of budget.
- Looking for potential sites often with the expectation for the brand to grow.
- Responsible for taking proper procedures regarding potential sites (Branches).
- Reviewing measures to achieve performance targets.
- Manage to reach needed suppliers, warehouse, and distribution.
- Submitting action plan to introduce the brand in the Egyptian market.
- Positioning of the brand in the market.
- Contributing in the sales & marketing plans.
- Contributing in managers, staff plan, training & development plan.

**Dates** : From Jun. 2013 till Dec. 2014  
**Employer** : Pizza Hut, Khobar - KSA  
**Job title** : Operation Manager Western Region  
**Job Description** :

- Delegated to head the branch, product, service within the region.
- Responsible for taking proper procedures regarding potential sites (Branches).
- Reviewing measures to achieve performance targets.
- Manage to reach needed suppliers, warehouse, and distribution.
- Contributing in the sales & marketing plans.
- Contributing in managers, staff plan, training & development plan.
- Implement the operational system to achieve the maximum profit.
- Direct overall responsibilities related to operation.

**Dates** : From Feb. 2011 till May 2013  
**Employer** : Golden Tulip & Golden Rose Hotels, Khobar - KSA  
**Job title** : Operations Consultant  
**Job Description** :

- Overall Supervision of operations & administrative activities for western region hotels.
- Contributing in planning sales & marketing activities.
- Suggesting new products that increase earnings and profits.
- Follow up operation & systems procedures to be implemented according to standard in all stores.
- Follow up managers and staff training and development plans.
- Defining restaurant's trading area, major competitors, traffic generators & use of the information to maximize sales.

- Holding controllable profit line items within budget plus reconciling the monthly statements.
- Supervising in-store implementation of new products & procedures.

**Dates** : From Feb. 2009 till Jan. 2010  
**Employer** : Seti Sharm Palm Beach Resort, Sharm El-Sheikh  
**Job title** : Assistant F & B Director  
**Job Description** :

- Handle overall food and beverage department skills and responsibilities for 320 rooms.
- Responsible to cover operational duties of 2 main restaurants, beach restaurant, beach bar, stella bar and disco.
- Create and follow up any special events related to F & B dept to be implemented as company standards.
- Follow up managers and staff training plan.
- Responsible for F & B dept evaluation reports, wage preview scale, promotion scale, health and safety audits.
- Communicate, cooperate between F & B dept and related depts. to reach the highest level of efficiency and excellence.

**Dates** : From Sep. 2008 till Dec. 2008  
**Employer** : Cook Door, Cairo  
**Job title** : Franchise Manager  
**Job Description** :

- Responsible for overall internal and external franchise activities.
- Handle franchisee contracts, activities and problems.
- Search for new franchisee either local or international.

**Dates** : From Jan. 2008 till Jun. 2008  
**Employer** : Infinity Advertising Agency, Dubai - UAE  
**Job title** : Key Account Manager  
**Job Description** :

- Responsible for overall activities related to key accounts.
- Lead and manage all activities related to business development, including but not limited to sales and marketing as well as proactively generate revenue on behalf of the organization.
- Responsible for the overall relationship with potential and targeted group Of customers.
- Responsible for identifying, developing and closing, tactical and long term strategic revenue opportunities.
- Understand customer needs and link them to product roadmaps.
- Proposing, managing events (conventions, conferences, weddings, ext).
- Evaluating the cost vs. benefit effectiveness of these activities.

**Dates** : From Jan. 2005 till Dec. 2007  
**Employer** : Intergraphic Creative Solutions, Dubai - UAE  
**Job title** : Senior Account Handler  
**Job Description** :

- Effectively handled major accounts and accomplished substantial breakthroughs in different sectors. Acquired and maintained high customer satisfaction levels and rapport.
- Develop and manage sales and marketing strategies in order to improve

current business, identify new market opportunities and ensure the effective development.

- Meet targets for future growth and profitability, as well as contribute to generating new leads, developing proposals and winning new clients.
- Develop all necessary policies and procedures to ensure the effective promotion and marketing to ensure responsiveness to market changes.
- Maintain administration as well as relevant reporting and planning systems for management team, including new business prospects and projections.
- Key accounts handled: GlaxoSmithKlien – Novartis – Gillette – Roche – Eli Lilly - PharmaTrade – Korea Tourism Organization – Bin Lahij – MPC (Modern Pharmaceutical Company) – Gulf Marketing Corporation – Dubai Diamond Exchange.

**Dates** : From Feb. 2004 till Nov. 2004  
**Employer** : Chicken Plus Restaurants, Riyadh - KSA  
**Job title** : Region Operation Manager  
**Job Description** :

- Over all Supervision of operations & administrative activities.
- Responsible for interviewing & hiring new candidates.
- Contributing in planning sales & marketing activities.
- Suggested new products that increased earnings.
- Implement operation & procedures systems of the stores.
- Enforce Daily and monthly inventory system, scheduling operation system, and disciplinary actions system ...etc.

**Dates** : From Dec. 1996 till Dec. 2003  
**Employer** : McDonald's International Co., Cairo  
**Job title** : Restaurant Operations Manager  
**Job Description** :

- Creating long-term restaurant objectives & action plans for quality control, service standers, cleanliness, sales objectives, profit & people development.
- Organizing restaurant's monthly calendar to achieve store objectives.
- Defining restaurant's trading area, major competitors, traffic generator use of the information to maximize sales.
- Measure Customer satisfaction with McDonald's experience.
- Implemented training course for new recruits - speeding performance.
- Supervision of appraisals, wage reviews & motivation of all restaurant employees also Retention of an adequate staff whom enthusiastically dedicated to customer satisfaction.
- Holding controllable profit line items within budget plus reconciling the monthly statements.
- Supervising in-store implementation of new products & procedures.
- Managing fixed assets as well as administering in-store employee benefits & payroll procedures.
- Supervising staff daily schedules and the Preparation and Conducting management team meetings, crew opinion surveys & communication session of monthly manager's schedule.
- Supervising local marketing of store & national promotion.
- Ensuring verification of all deposits.

- Ensuring accuracy of daily, weekly, mid month & monthly reports with complete analysis & formulating corrective action plans.
- Preparation & presentation of the next year profit & loss statements.
- Reporting directly to the directors of departments.