

PROFESSIONAL SUMMARY

With over 17 years of comprehensive experience as a multilingual Operations Manager with a rich history in the restaurant and food & beverage sectors, I possess an extensive track record of leading day-to-day operations, crafting strategic marketing plans, and steering brand growth initiatives. This experience underlines my capacity for elevating service standards, boosting sales, and laying the foundations of prosperous food ventures, all of which reflect my strategic foresight and entrepreneurial drive.

My methodology is underpinned by a blend of creativity and a problem-solving orientation, equipping me to navigate negotiations, foster effective communication, and resolve challenges at every level of the organization. My comprehensive grasp of food and beverage management spans recruitment, customer service, and the orchestration of strategic operations, enabling me to adeptly juggle varied tasks and responsibilities with accuracy.

Driven by a zeal for leadership, I am dedicated to inspiring and cultivating high-performing teams within demanding settings, setting the standard through personal example. In pursuit of a role within an innovative organization, I am eager to apply my array of competencies, insights, and hands-on experience towards fostering operational excellence, pioneering innovation, and achieving long-term prosperity.

My expertise in food hygiene, health and safety compliance, alongside proficient guest and supplier relations, emphasizes my commitment to the highest standards of industry practice. As an astute and engaged food and beverage operations manager, I am fervently focused on refining operations and propelling the achievements of my team and organization.

AREA OF EXPERTISE

- Strategic Operations Management
- Brand Development & Expansion
- Comprehensive Marketing Strategy and Execution
- Food Hygiene and Health & Safety
- Effective Guests and Supplier Liaison
- Adaptability in Demanding Environments
- Prioritization of Diverse Workloads
- Development of Sustainable Business Strategies
- Team Leadership and Performance Management
- Financial Controls and Budget Constraints
- Logical and Analytical Problem Solving
- Results-Oriented
- Effective Communication, Negotiation, and Influence
- Management of Multiple Branches
- Delegation of Tasks Based on Capability

ACCOMPLISHMENT

- Led the operational excellence and standards establishment significantly enhancing service delivery across the board.
- Spearheaded marketing strategies for the company resulting in a remarkable sales increase, highlighting my ability in strategic planning and execution.
- Co-founded Simple Food Company in 2014, setting the organizational structure and leading recruitment, showcasing entrepreneurial spirit and leadership in establishing a successful food business.
- Developed four QSR and two Upper Casual Dining brands under Simple Food Company, demonstrating versatility and innovation in brand development.
- Launched the Wokkong Brand and expanded it to 10 branches within four years, culminating in a profitable sale for 20 million Riyals, reflecting my strategic growth and exit capabilities.
- Played a crucial role in food costing accuracy for factory and restaurant operations, ensuring financial efficiency and profitability.
- Designed and implemented SOPs for various brands, enhancing operational efficiency and consistency across the Simple Food Company and Contemporary food Company portfolio.
- As the head of the product development committee, led menu engineering and packaging design, driving product innovation and guest satisfaction.
- Optimized kitchen layouts for peak performance, significantly enhancing productivity and service speed during high-demand periods.
- Drafted strategic business and retail outlet plans, securing senior management approval and facilitating organizational growth and expansion.
- Engineered a successful expansion plan to secure bank loan approval in 2022/23, showcasing my strategic financial planning and negotiation skills.
- Eliminated daily sales losses at Bakery and Company, turning challenges into profitable operations through effective management.
- Introduced innovative methods and equipment at Bakery and Company, increasing production capacity by 40%, demonstrating my impact on operational efficiency and scalability.
- Distinguished Okto as a star restaurant at the Saudi Food Festival, showcasing exceptional organizational capability by launching within 72 hours, underlining my ability to deliver under tight deadlines.

WORK EXPERIENCE

Contemporary Food Company

Group Operations Manager • November 2023 - Present
Riyadh, Saudi Arabia

Contemporary Food Company (Cofoco) is a prominent operator of QSR (Quick Service Restaurants) and upper casual dining establishments in multiple cities across Saudi Arabia. Cofoco's diverse portfolio includes several distinctive brands, such as Okto, which offers authentic Greek cuisine, and Tawalat Fayeza, a restaurant serving traditional Saudi dishes located in the historic old town of Al Ula.

Cofoco has successfully acquired the franchise and distribution rights for PizzAria, an Italian pizza brand owned by the Giriodi Group, and Dinzler Coffee, a premium coffee brand from Germany. With these additions, Cofoco continues to expand its presence and influence in the Saudi Arabian food and beverage market.

- Spearhead daily operations across multiple venues, ensuring operational excellence, high standards of customer service, and compliance with health and safety regulations.
- Actively participate in strategic planning sessions with the executive team, translating organizational goals into operational strategies and overseeing their successful implementation.
- Forge and maintain strategic partnerships with external stakeholders for marketing campaigns, driving brand awareness and guests engagement through innovative initiatives.
- Author and continuously refine Standard Operating Procedures for each restaurant brand, ensuring all operations align with company standards and industry best practices.
- Identify opportunities for operational improvements, leveraging technology and innovative solutions to enhance efficiency, reduce costs, and improve the customer experience.
- Provide mentorship and leadership to restaurant managers and operational leaders, fostering a culture of excellence, accountability, and continuous improvement.
- Conduct regular performance analysis, utilizing data to inform decisions, improve operational outcomes, and report key findings to senior management.
- Work closely with chefs on menu development, focusing on ingredient standardization and innovative menu offerings.
- Oversee procurement processes, managing relationships with suppliers to ensure the timely delivery of high-quality ingredients and supplies at optimal costs.
- Collaborate with the finance department to manage budgets, control expenses, and implement cost-saving measures without compromising on quality or guest satisfaction.
- Lead from the front in times of operational crises, swiftly addressing and resolving issues to minimize impact on service and brand reputation.
- Establish mechanisms for gathering and analyzing customer feedback, using insights to drive continuous improvement and enhance dining experiences.
- Drive the concept development, planning, and launch of new restaurant brands and dining experiences, staying ahead of market trends and customer preferences.
- Champion sustainability within operations, working towards eco-friendly practices in sourcing, waste management, and energy use to align with corporate social responsibility goals.
- Conduct monthly visits to Al Ula and the Eastern Province to directly oversee operations and engage with key partners like Aramco and RCU. These meetings focus on discussing brand performance, exploring new opportunities, and strategizing on mutual growth objectives, ensuring alignment and fostering strong collaborative relationships.
- Collaborate with multiple organizers to plan and execute upcoming events, leveraging these opportunities to showcase the brand and open avenues for new business ventures. Engage actively in business development activities, seeking out and capitalizing on growth opportunities to expand the brand's presence and drive revenue growth.

Simple Food Company

Operations Manager • September 2014–October 2023
Riyadh, Saudi Arabia

Simple Food operates both fine dining and Asian quick service (QSR) establishments that offer an amalgamation of exceptional cuisine, cost-effectiveness, lively ambiance, and convenient portion sizes. In my role as Operations Manager, I collaborated closely with the CEO and Executive Chef. During that time, I effectively created and launched two restaurant business models—quick service (QSR) and upper casual dining—undertaking daily operations to ensure exceptional food quality and customer service. Additionally, I procured suitable equipment to enhance productivity and precision in the kitchen.

- The process of procuring food and non-food supplies from both domestic and international vendors in order to commence restaurant operations.
- Collaborating closely with the Executive Chef in order to develop outstanding menus, procure necessary supplies, and promote ongoing enhancements. The process of discerning customer needs and delivering proactive responses.
- Ensuring the restaurant's overall performance is maintained and enhanced through process surveillance and cost analysis.
- Working in conjunction with the Marketing team to devise promotional strategies and plans that effectively expose the restaurant brand on pertinent media platforms.
- Staff recruitment, interview coordination, and onboarding guidance for newly hired personnel; Staff administration on an ongoing basis, including performance evaluations, disciplinary measures, and ensuring team morale remains elevated.
- Facilitating shift management and staff rota compilation in order to provide an efficient service in a dynamic and demanding setting.

- The development of daily, weekly, and monthly forms for use in the restaurants, thereby establishing operations department standards that are consistent with the company.
- In order to uphold stringent controls, monthly inventory management formats are issued. Consistent monitoring of subordinates to verify that personnel in the central kitchen and outlets are following established procedures.
- Formulating objectives, key performance indicators (KPIs), timetables, protocols, and guidelines to efficiently oversee the operations team and guarantee optimal utilisation of allocated personnel.
- Facilitating bidirectional channels of communication to foster an atmosphere of ownership that prioritises efficiency, inspiration, and collaboration.
- Overseeing the adherence of all personnel to health and safety regulations.
- Stock and waste management, including the proactive maintenance of necessary stock levels and the efficient distribution of resources to minimise waste generation and cost savings.
- Enhancing and sustaining up-selling efforts to provide customers with precisely what they desire, thereby increasing overall revenue. Optimising every business opportunity in order to increase local sales.
- Reporting to management; analysing sales results and productivity effectively.
- Oversight of operational procedures and forms on a daily, weekly, and monthly basis in order to enhance communication, product quality, and service.
- Overseeing the outlet personnel to guarantee customer satisfaction. Place an emphasis on meticulousness in addition to prompt and cordial service. Destroying customer grievances pertaining to the calibre of food or service with composure, professionalism, and courtesy.
- Conducting daily inspections of the outlets and central facilities to assess the quality of products, sanitation, and customer service.

Bakery & Company

Acting Production Manager • June 2011–August 2014

Riyadh, Saudi Arabia

Bakery & Company is a manufacturer of high-volume baked goods, which serves hundreds of items per day in upscale coffee shops, restaurants, and other establishments throughout Saudi Arabia. Responsible for overseeing production operations in the bakery; proactively managing a multi-functional production team to attain manufacturing standards of international calibre; coordinating, planning, and conducting activities to ensure the timely delivery of finished products to customers.

- Ensuring the precision of production records, plans, expenditures, and recipes in order to uphold quality standards and presentation techniques.
- Provide support to the Production Manager in the execution of quality management systems, guaranteeing that final products adhere to established criteria for recipe and manufacturing process standards.
- Overseeing and coordinating the production team's efforts in relation to all pertinent tasks, with the objective of achieving production goals through streamlined manufacturing operations within a specified functional domain.
- In conjunction with the Executive Chef, select and develop recipes while standardising production processes to guarantee quality consistency.
- Ensuring that the operation and maintenance of equipment throughout the factory adhere to safety and sanitation standards.
- Determining opportunities for enhancement in order to optimise manufacturing processes and curtail costs. I collaborate closely with the Planning Manager to establish production plans and wastage standards. In addition, I am responsible for managing an extensive database that serves as a reference for all production-related aspects.
- Establishing KPIs and production standards for assigned sections in order to meet volume and deadline objectives. Assist the Production Manager in the establishment of manuals and production systems. I actively participate in the achievement of the organization's strategic goals by implementing and carrying out the policies, guidelines, and processes that have been established.
- Contributing to monthly, weekly, and yearly/seasonal production planning; supervising, motivating, and directing personnel to achieve predetermined goals.

Broasted Express

Restaurant Manager • February 2010– June 2011

Riyadh, Saudi Arabia

- Responsible for overseeing the overall performance of the restaurant business and ensuring that high standards of food, service, health, and safety are maintained for one of the most rapidly expanding fast food chains in Saudi Arabia.
- Facilitating profitable and efficient operations while promoting a positive reputation and ethos.
- Executing inventive menu concepts to appeal to a diverse clientele.
- Accurately predicting and estimating food consumption.
- Coordinating with suppliers to place orders; Monthly and weekly cost allocation budget preparation for the entire restaurant.
- Responsible for supervising food preparation procedures and hygiene standards in the kitchen and dining areas in order to maintain appropriate service standards and ensure sanitation is maintained.
- Supervising the conduct of personnel and patrons to ascertain compliance with health and safety protocols throughout the establishment.
- Employing proprietary software (Aloha) for the purpose of overseeing inventory levels, managing staff schedules and compensation, and maintaining files of records.
- Inspection of equipment and food deliveries in a timely manner, verifying the purity of fresh food and raw material shipments.

- *Coordinating the scheduling of necessary equipment maintenance and repairs to guarantee uninterrupted operations and minimal service disruptions.*
- *Consolidating financial statements by comparing sales and receipts, depositing receipts, and ensuring facility security at the conclusion of each shift.*
- *Oversee and direct a proactive and streamlined staff team, including staff rotas, recruitment, training, support, and guidance, and inductions; ensure that all employees adhere to the policies and procedures of the organisation at all times; and maintain a high level of staff morale and productivity.*
- *Promptly resolving customer complaints pertaining to the grade of meals or service provided.*

PREVIOUS POSITION HELD

Mcdonald's Restaurants

Floor Manager • 2007–2009

EDUCATION

Bachelor's Degree in Journalism

University of Punjab, Pakistan • 2006

Intermediate Economics

IForman Christian College, Pakistan • 2004

Metric; Biology, Chemistry & Physics

TWM School, Pakistan • 2002

PROFESSIONAL CERTIFICATIONS

Diploma in Architectural Designing

Predec System, Pakistan • 2009

Customer Service Certificate

Hamburger University, UK • 2008

Taste of Quality Certificate

McDonald's Restaurants Ltd, UK • 2008

Food Restaurant & Safety

Chartered Institute of Environmental Health, UK • 2008

LANGUAGES

Urdu (Native),
Punjabi (Native),
English (Excellent)
Arabic (Moderate)

REFERENCES

References Available Upon Request