



AHMED HAIDERI

Operational Leadership & Business Development Expert

16+ Years Success

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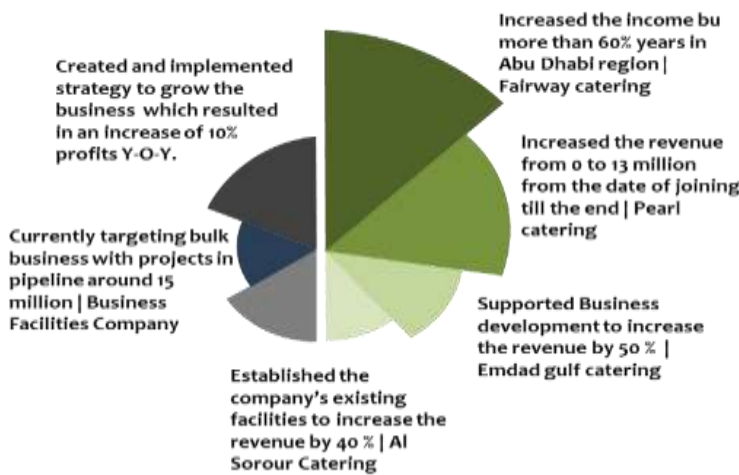
Hospitality Business Veteran with experience in directing all aspects of **Operations and Business of the hotel**, leading to **improved service delivery, guest experience and commercial success**. Quality-Driven Leader in managing **staff diversity** and delivering a **first rate service to guests** in order to ensure repeat business and guest loyalty

Imperative in improving organizational effectiveness, business & image via **seamless guest service** at all times, **resolving complaints and issues efficiently and accurately** growth while **leading large sized teams in Hospitality department**

CAREER TIMELINE



CAREER HIGHLIGHTS



CORE COMPETENCIES

- Operations Management ★★★★★
- Sales & Marketing Leadership ★★★★★
- Business Management ★★★★★
- Market Study & Analysis ★★★★★
- Client Relationship Management ★★★★★
- Team Management ★★★★★

- Professional executive director course
- Academy Program and Training in Professional Executive Manager
- Level 3 Award Supervising HACCP for Catering Assessment
- Food Safety and Hygiene Level 2 course
- Level 2 Award in Food Safety for Catering
- Essential Food Safety Record of Attendance
- Essential Food Safety Training
- Emergency First Aid at Work (DCAS) certificate

PROFESSIONAL ENAHNCEMENT

TRAININGS ATTENDED

Abu Dhabi Food Control Authority Stakeholder Forum- HACCAP Implementation for catering industry Apr '13	Food Hygiene & Hazard Analysis and Critical Control Point System (HACCP, PRP, CCP, CP) Level 03 Award in Al Wahda Millennium Hotel U.A.E, Abu Dhabi, Training Course Meeting by High Field UK Sep 2011	Food Hygiene & Hazard Analysis and Critical Control Point System (HACCP) <ul style="list-style-type: none"> By GHP Training center approved by ADFCA Aug 2011 Level 02 Award on Line Training Course meeting UK Virtual College 2010 Fair way Catering Services Company 2008 Coast Guard Dubai by ADN 2006 Al Amiri Guard by ADN 2004 Sweihaan Military City by ADN 2002
Emergency First Aid at work (DCAS) – by Euro link safety UK, in Dubai and certified by Dubai government (Ambulance) Mar '12	Food Hygiene & Hazard Analysis and Critical Control Point System (HACCP) Level 02 On Line Training Course meeting UK/EU (CPD) Standard Food Hygiene & Safety 2010	

EDUCATION



Significant Accomplishments

- Received appreciation letter from General Manager for contribution in successful inauguration of Fairway Catering Central Kitchen
- Recognized by management for efficient supervision showcased in managing employees resulted in enhanced productivity and profitability and catered a New Project (Labotel) within short span of time.
- Bestowed with Certificate of Appreciation for contribution and commitment towards excellent catering services.
- Awarded as Employee of the Month for displaying outstanding performance.
- Acknowledged with Safety Award for contributions in safety achievements of 30,511 man-hours with zero lost time incidents during the year.

WORK EXPERIENCE

Regional County Manager- Catering, Hospitality & Facilities Management Business Facilities Company Ltd. | Jan '20 - Present

Reporting to KSA office/ CEO / Chairman

Business Development:

- Identified business prospects and revenue streams by building strategic partnerships and driving sales across regions
- Set sales parameters/ targets, led major projects and identified new revenue streams
- Managed sales pipeline, forecast monthly sales and developed sales tactics to maximize business development prospects

Sales Management || Marketing Leadership:

- Enforced company's channel and sales standards and set market segment strategy of the enterprise across the region.
- Determined synergies and create broad line sales plans to target new markets and expand current channel landscape.
- Identified new trends ahead of the curve, hence, offering the business a competitive advantage.

Customer Experience Excellence:

- Presented best value-based propositions and solutions to meet client's business goals.
- Provided innovative upsell opportunities and appropriate products to attain excellent customer experience.
- Disseminated product successes in a format that encourages sales team to meet customer needs & improve customer base.

General Manager

Al Sorour Group, Catering & Hospitality Service Est & Al Sorour Bakeries, Abu Dhabi, U.A.E. | Oct '16 - Oct '19

- Handled Al Sorour Bakeries and established Al Sorour Catering and made additional revenue and increased the existing business by minimum investment from the existing facilities, and have got successful by adding several projects and events
- Oversaw daily operations for the business unit or organization.
- Coordinated the development of key performance goals for functions and direct reports.
- Provided direct management of key functional managers and executives in the business unit.
- Ensured overall delivery and quality of the unit's offerings to customers.
- Engaged in key or targeted customer activities and oversaw key hiring and talent development programs.
- Evaluated and decided upon key investments in equipment, infrastructure and talent.
- Reported key results to corporate officers and engaged with corporate officers in broader organizational strategy planning

Operations Manager

Emdad Gulf catering logistics llc (Agility) | Feb '16 - Oct '16

- Joined EGCL to be a part of great team to develop the Operations in Abu Dhabi region projects
- Handled its central kitchen in Abu Dhabi and its related operations and other 03 locations.
- Achieved maximum profitability and over-all success by controlling costs and quality of service.
- Managed Banquet china, cutlery, glassware, linen and equipment and prepared of forecast and actual budget function sheets.
- Handled completion of forecast and actual budget function sheets, Function Summary Sheets and weekly payroll input.
- Maintained records for inventory, labour cost, food cost etc.
- Followed-up each function by completing a Function Critique and submit to the Sales & Food and Beverage Manager.
- Supervision of weekly schedules. Schedule staff as necessary to ensure adequate and consistent levels of service
- Ensured consistent check of Banquet Food and Beverage quality, Banquet services and Plate presentation.
- Worked with the Chef and Head Server to ensure all arrangements and details are dealt with.
- Checked Food & Beverage or coffee Break schedule if applicable (CALENDER UPDATE) and conducted inspection of Events Room before the client's arrivals.

Business Development & Operations Manager

Pearl Catering & Hospitality Establishment (A division of Elenco Emirates Group) | Jun '14 - Feb '16

- Established new catering & Hospitality division (Pearl Catering), covering all the activities of Operation requirements for the Catering, Housekeeping, Laundry, pest control and entire management.
- Set up new business from scratch, involved in recruitment, procurement, HR, legal, Accounting, stores etc.
- Worked on income and making the business successful and add more clients and handling all aspects of registrations, meeting with clients, negotiation, tendering, estimations, submission of tenders, follow up on awarding and completing the deals.
- Ensured the business operates within the company's mission statement
- Investigated customer satisfaction and reporting any issues
- Drove the business to increase profits and reviewed and approved equipment need.

Business Development & Operations Manager

Fairway Catering Services LLC- Abu Dhabi (Fathima Group of Companies) | May '07 - Jun '14

Growth Path: Project Manager - Abu Dhabi region | 2007 ► Operations Manager | 2010

- Handled all the projects related to Central Kitchen for about 5000 Man-days (03 meals per day) along with other project 7000 Man-days included soft services (Housekeeping, Laundry, pest control).
- Involved in extra locations around Abu Dhabi and western region for increasing the revenue plus handling the entire Abu Dhabi & Western region operations and supporting Dubai team when ever needed
- Worked closely with clients to ensure their event is a success and follow up with the client to get feedback.
- Produced all food services to the agreed client standard through the catering team.
- Managed the quality and hygiene of the food cycle from preparation through to delivery.
- 'Walk the floor' during service periods to ensure that excellent levels of service are being delivered to the customers.
- Ensured the standards across the site(s) are in accordance with the Service Level Agreements and Key Performance Indicators specified in the service contract.
- Maintained excellent client relationships and communicated with the day to day clients at every opportunity.
- Planned and instructed and designed new kitchens flow diagrams.
- Negotiated contracts with customers, assessed requirements and ensured satisfaction with the service delivered.
- Set and agreed budgets, monitored quality standards, oversaw the management of facilities, e.g. checking event bookings and allocation of resources/staff.

Catering Unit Manager

Abu Dhabi National Hotels, Abu Dhabi, U A E | Jun '02 - May '07

- Worked as Location Manager for Catering locations in Army between Abu Dhabi Sweihan military city, Dubai Amiri Guards and Coast Guard Dubai
- Organized, led and motivated the catering team, planning staff shifts and rota.
- Budgeting and establishing financial targets and forecasts.
- Ensured the health, safety and welfare of employees, staff, visitors and contractors relevant to catering practices.
- Complied with all food and safety legislation relating to the catering industry, with all Health and Safety legislation and within the rules and regulations.
- Ensured that site specific daily food/temperature/cleaning schedules are adhered to and completed.
- Implemented quality systems to ensure the highest standards of customer service are delivered at all times.
- Undertook recruitment, supervision and training as necessary to ensure competency and awareness is maintained

Major Events Conducted:

- Organized successfully Top VIP Function in Cost guard Dubai, Main Guest was Sheikh Mohamed Bin Rashid Al Maktoum.
- Organized successfully a Surprises Party for main commandos of the UAE ARMY and the main guest was Mr. Dahy Khalfan – The Dubai police commander (in Sergeant training school at Al Aweer).
- Organized successfully a Surprise Party in
 - Al Amiri Guard Dubai and main guest was Sheikh Abdullah Bin Zayed Al Nahyan.
 - Sweihan military city several times at several locations, and the main guest was Sheikh Mohammed Bin Zayed Al Nahyan.

Restaurant Supervisor

Green House 5* Hotel, Tana, Egypt | May '00 - Apr '02

PERSONAL DOSSIER

Driving License: Valid UAE Driving License Exp Aug 2025- DUBAI | Nationality: Egyptian | Languages: Arabic (native), English, Urdu and Hindi | Passport Expiry: 17/07/2020