

## Contact

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## Top Skills

Management  
Strategic Planning  
Marketing Strategy

## Languages

Arabic (Native or Bilingual)  
English (Full Professional)  
French (Limited Working)

## Certifications

Gloria Jean's Operations  
Management  
Tasti D Lite Operations Management

## Honors-Awards

Tasti D Lite Franchisee Excellence  
Award  
Student Honor List Fall Semester  
1994

# Haytham Khorbatly

20 Years Working Experience. MBA Graduate. Marketing & Operations Professional. Achiever.

## Summary

Profile in summary:

- 20 years of working experience.
- MBA graduate.
- High exposure to different regional markets.
- Professional skills in business development and planning.
- Expert in marketing and operations.
- Acting in different functions.
- Handling top challenging work conditions.
- Intensive experience in result of being freelance consultant.
- Achiever.

For samples of my studies & presentations, Ctrl + click the following link

<https://www.slideshare.net/HaythamKhorbatly2/slideshelf>

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## Experience

Perks All Trading- Mister Zaater TM

Founder

May 2018 - Present

Lebanon

- Business conceptualization of a novel sandwich roll concept characterized by newly founded international recipes and presentations.
- Applying a novel operational flow platform and circulation resulting in easy and fast flow of food preparations, baking and customers' serving.
- Executing the different phases of project development from approaching a specialized food development company, to store renting, decoration design and construction, equipment purchase, employment and training, logo and menu configurations, cost of goods and selling prices, etc.
- Launching and evaluating customers' feedback, concept strength, weaknesses and potential of growth.
- Attending intensive bakery and pizza preparation training program and leading the daily production and baking.

S.H. Al Manaa- Divan Franchise.

Operations Manager (F&B)

September 2016 - April 2018 (1 year 8 months)

**Qatar**

- Analyzing current situation and restructuring products varieties, cost of items and selling prices which resulted in 20% higher gross profit margin and 90% reduction in slow-moving items.
- Introducing coffee product line which accounted for 60% of total sales.
- Attaining almost 95% customer retention rate by promoting best customers' services and complementary gestures.
- Guiding complete operations policies and working manual. Setting continuous training programs and tracking performance improvement.
- Persuading a number of advanced studies including, for example, local market and behavioral influential study, retail and wholesale expansion strategy, etc.

Sweet Wave Factory

General Manager (FMCG)

February 2015 - February 2016 (1 year 1 month)

**United Arab Emirates**

- Study and promote factory production capacity, financial statements, geographic distribution and channels of sales, human resources credentials, overall factory operational flow, products and marketing mix, administrative policies & procedures, etc.
- Augment volume of business by opening new markets and escalating production capacity by almost 300% which resulted in lowering direct expenses to total sales.
- Restructure the hygiene and quality management standards in addition to raw materials purchasing and warehousing procedures which resulted in 0% production defections.
- Critical management of the cash flow by issuing policies supporting short term credit sales and encouraging cash payment.
- Team Achievement of 100% sales increase per month.

Tasti D-Lite Frozen Yogurt

Operations Manager (F&B)

June 2011 - April 2014 (2 years 11 months)

**Saudi Arabia**

- Manage and coordinate all functions related to business in area of responsibility included product knowledge, formulating market penetration

plan, stores renting and interior design, HR employment and training, supply chain management, equipment purchases, operations and sales management, customers services, printing and social media activities, etc.

- Ensure consistent products preparations and stores presentations as per franchiser recipes standards and visual plans.
- Awarded Tasti D Lite Franchisee Excellence for year 2012.
- Awarded double salary bonus for exceptional success in Granada Mall opening and 150% sales target achievement.
- Opening 4 stores in a period of 6 months.

### Gloria Jean's Coffees

#### General Manager (F&B)

June 2008 - May 2010 (2 years)

Jordan

- Oversee operations at all levels as per international guidelines and standard operating manual set by the franchiser.
- Establish organizational structure. Define responsibilities and delegate authorities. Support and monitor performance and productivity of departments.
- Review and utilize various financial statements supporting decision making to improve profitability.
- Promote safe and secured working habits and enforce sanitation and cleanliness standards and procedures complying with franchiser policies and municipality regulations.
- Manage international purchases, inventory on hand and labeling requirements.

### Abbar & Zainy

#### Marketing Manager (FMCG)

October 1999 - October 2007 (8 years 1 month)

Saudi Arabia

- Preparing and managing annual marketing plans and budgets.
- Determining and implementing marketing strategies and operational plans of market penetration, market and product development, promotional and advertisement activities, etc. Participate in international trade fairs.
- Direct management of merchandising team and merchandising activities in all modern and traditional market stores.
- Launching marketing research studies and interpretation of data using SPSS.
- Best employee of the year for 5 consecutive years while handling annual marketing budget of 2.5 million US dollars.

- Awarded best trade promotion/ consumer promotion resulted in incremental sales increase from year to year.
- Awarded best celebrity campaign with chef Ramzi, a famous Lebanese cooking chef.
- Achieving 400% increase in brand awareness and recognition in certain cities in a relatively short period of time. Market share 2nd in ranked, KSA national in result of the national TV commercial campaign, billboard and radio advertisement, tasting activities, shelf renting, etc.

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## Education

Lebanese American University

Master of Business Administration (M.B.A.), Marketing · (1996 - 1998)

Lebanese American University

Bachelor's Degree, Marketing · (1992 - 1995)