

Hybrid business operations manager with extensive experience in managing and developing business operations strategies, analysing and developing business models and approaches that drive enhanced profitability and growth, analysing processes, technology and workforce performance, identifying inefficiencies and ineffectiveness, establishing and running information systems that improve decision making and optimize business operations, planning and executing project plans, software testing and evaluation, performing risk management and measuring project performance. Collaborative communicator continually focused on building relationships and promoting synergy across business lines. **Areas of Expertise include:**

- Operations & Logistics Management
- Strategic Management
- Software Project Management
- Innovation of Products & Services
- Digital Marketing Strategies
- IT Business Applications Analysis
- Statistics and Data Analysis
- Complex Problem Solving
- Facilitation and Training
- Relationship Building
- Negotiating and Influencing
- Leading & Mentoring

Professional Experience

METROBITE TRADING • Doha, Qatar • Oct 2017 to Present

OPERATIONS DEVELOPMENT MANAGER • Oct 2017 to Present

Managing an FMCG sales territory business cycle and CRM. Managing the supply chain, procurement, stock control, logistics and warehouse activities. Planning and managing annual sales and operating budgets. Planning and executing sales & distribution schedules. Leading the merchandising activities, initiating and implementing professional trainings, overseeing day to day operational issues and ensuring its quick resolution. Administering all transactions and processes. Analyzing budgets, costs and revenues, identifying and implementing business and technology improvements. Analyzing market trends and exploring business development opportunities.

Key Accomplishments:

- Researched product category and market trends and identified development opportunities that recorded 25% revenue growth upon implementation.
- Initiated and implemented professional training and facilitation to sales and merchandizing workforce that enhanced the team skill and knowledge and driven quality safe operations.
- Lead and managed accident and incident free operations.
- Developed and implemented the company ERP system.
- Developed the company mandate, policies and procedures.
- Established the company assets and business operations.

QATAR FUEL (WOQOD) • Doha, Qatar • Jun 2007 to Jul 2017

OPERATIONS SENIOR ANALYST

Supervised the Fuel Logistics, Distribution and Operations' Department functions and operations divisions. Analyzed and reported performance, identified inefficiencies and ineffectiveness, recommended solutions and improvements, and proposed new initiatives. Provided senior management with insights necessary to drive strategic initiatives inside the organization and at the national level. Prepared and analyzed budgets, costs and revenues, identified and verified variances, reported inaccuracies, and recommended corrective actions. Developed mandates, standards, policies and processes that deliver sustainable programmes. Examined existing IT systems and business models, identified process improvements. Managed ICT projects' requirements analysis, developed technical and functional specifications documents and plans, prepared proposals for systems enhancements and new initiatives. Planned, performed and reported testing strategies, functional evaluations for complete systems implementations. Undertook IT software development when necessary to support the business operations. Ensured data integrity across the enterprise information and ensured its accuracy, validity and reusability.

Key Accomplishments:

- Analysed and evaluated the department organization structure, the operations' resources, the facilities and technology capabilities, and identified appropriate business model for 30% cost reduction in operating expenses.
- Analysed the cost performance of key operations activities and divisions, identified and defined initiatives for cutting operating expenditures by 20%.
- Analysed the department core business lines profitability, developed a 5 years business operations strategy and negotiated options and scenarios for increasing revenue and meeting the senior management strategic goals, which upon implementation recorded 60% increase in revenue.
- Composed complex business, functional and data processes specification and modeling documentations for various ICT and Quality Management projects.

- Developed host interface software application between Oracle and SQL database applications that eliminated manual order processing on the rack loading control system which minimized the road tankers queuing and increased the loading operations efficiency by 20%.
- Developed orders dispatch auto planning and scheduling software application that recorded 100% utilization of operational resources and 92% optimized deliveries.

Education

Digital Marketing Strategies: Data, Automation, AI & Analytics

NORTHWESTERN KELLOGG SCHOOL OF MANAGEMENT | ONLINE | 2019

Innovation of Products and Services: MIT's Approach to Design Thinking

MIT EXECUTIVE EDUCATION | ONLINE | 2017

Bachelor of Science in Computer Science

BEIRUT ARAB UNIVERSITY | LEBANON | 2006

Certification, Training & Additional Information

Balanced Scorecard and KPI Workshop

QATAR FUEL WOQOD | QATAR | 2010

Incident Accident Investigation

QATAR FUEL WOQOD | QATAR | 2010

ISO 9000:2000 Series Interpretation, Process Mapping and Improvement

LRQA | QATAR | 2007

Oracle Professional Developer 10g

ORACLE UNIVERSITY | NEW HORIZONS QATAR | 2007

Target Account Selling and Opportunity Assessment

NATIONAL COMPUTER SERVICES | QATAR | 2005

Skills

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| <ul style="list-style-type: none">• Excellent written & verbal communication and facilitation skills.• Interact professionally with diverse groups, executives, managers, and subject matter experts.• Strong project management, planning and organizational skills.• Competent knowledge in the Oil & Gas operations: exploration, production, processing & refining, transport, costing and pricing.• Fluent English and Native Arabic. | <ul style="list-style-type: none">• Experienced with SDLC methodologies: waterfall, iterative and agile.• Strong experience in creating logical, physical data models and ER diagrams in MS Visio.• Experienced with writing project plans in MS Project.• Experienced with BI tools: Power BI, Tableau and MS Access.• Programming languages: SQL, PL/SQL, VB .NET, VBA, HTML5, JavaScript.• Super user of SAP ERP, and Oracle EAM. |
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