

COSTY EDWARD BERBERI

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PROFESSIONAL SUMMARY

A detail and results-oriented professional with over 15 years of regional experience in different office environments enveloping F&B, IT, Furniture, FMCG & Telecom. A visionary executive and trusted business partner in delivering transformational business development and auditing projects that achieve the most demanding budgets, objectives and deadlines. Extensive experience leading operations, projects and staff and a proven track record in guiding sizeable, cross functional teams, driving greater efficiencies, engagement and revenues.

SKILLS

- | | | |
|-----------------------------|-------------------------|-----------------------|
| ➤ New Business Development | ➤ Strategic Development | ➤ Staff Management |
| ➤ P&L Management | ➤ Commercially Astute | ➤ Strategic Visionary |
| ➤ Communication | ➤ Contract Negotiation | ➤ Team Spirit |
| ➤ Administration Management | ➤ Budget Development | ➤ Consultative Sales |
| ➤ Business Plan Development | ➤ Operations Management | ➤ Franchise Systems |

WORK HISTORY

Le Gourmet Burger – Beirut Ashrafieh **September 2019 - Current**

Managing Partner

Maintaining the restaurant's revenue, profitability and quality goals. Ensuring efficient restaurant operation, as well as maintaining high production, productivity, quality, and customer-service standards.

MAG Investments – Amman Jordan **September 2016-September 2017**

Project Management Consultant

A newly formed Food & Beverage operator incorporated in Jordan. MAG has acquired the rights to operate *Margherita pizzeria del quartiere dal 1959* franchise in Amman.

- Worked collaboratively with other team members, contracted third parties and the owner of the firm.
- Negotiated the Franchise agreement and conducted market research & feasibility studies.
- Surveyed & acquired the retail space
- Identified the designers and supervised the concept design & adaptation

○ **Ikhtiar Group. Muscat Oman** **May 2006 – May 2016**

Business Development - General Manager

Established an impressive record of achievement and advancement through series of progressively responsible positions, playing key roles in business-critical direction & initiatives.

Strengthened the group business by leading development of new businesses & implementation of projects.

Credited for playing key role in generating over \$6 million per year in revenues.

○ **Semsom Oman** **June 2013 – May 2016**

Developed a food division operating the brand Semsom a renowned Lebanese restaurant chain.

- Spearheaded the foray of this franchise concept to Oman and successfully opened and operated 2 outlets in Muscat.
- Negotiated the franchise agreement and conducted market research & feasibility studies
- Surveyed & acquired the retail space
- Identified & managed designers, consultants & contractors.
- Managed all onsite activities and oversaw the fit out & improvement work
- Recruited, selected & coached the entire team of 30 FOH, BOH & back office employees.

- Sourced qualified suppliers and developed successful trading agreements with key vendors.
- Coordinated, supervised & directed all aspects of operations.
- Maximized profits through effective cost control, inventory management, and ordering.
- Ensured proper execution of operating standards.

Odeia April 2008 - May 2016

Odeia an exclusive boutique for premium furniture and luxury living is another start up that I founded and conceptualized.

- Managed and supervised firm operations on a daily basis including sales, purchases, supply chains, resourcing, and distribution.
- Built a team whose main priority is customer service and accomplished this through hiring, coaching, and store culture.
- Developed successful trading agreements with key vendors & manufacturers.
- Strategically put together a product portfolio, maximizing value & performance.
- Extensive trips to international markets, fairs & exhibitions.
- Built strategic & supportive partnerships with top hotels & resorts key accounts in Oman & UAE.

Anzyma May 2006 - May 2016

I have founded and provided strategic direction for “Anzyma” a state of the art technology company that delivers innovative solutions in Digital media networks, unified communication, enterprise content management & Merchandising solutions.

- Ran company-wide operational functions while making & executing sound strategic decisions.
- Achieved revenue & profit optimization by establishing plans, budgets and results measurements.
- Developed successful trading agreements with key vendors & manufacturers.
- Lead large scale projects, from inception to successful completion.
- Solicited, developed & maintained key accounts across Oman such as Omantel, Oreedoo, Ministry of Health, Royal Opera House, ONEIC and ORPIC.

EARLIER EMPLOYMENTS

Majid Al Futtaim Hypermarket Carrefour – Doha

July 2004- February 2006

FMCG Department, Section manager DPH

Responsible for the day-to-day running of the department, motivating staff to achieve sales targets, organizing promotional events and monitoring industry trends.

Ensuring a smooth operation of the business and improving the commercial performance of the department by increasing the turnover and maximizing sales.

Developing successful trading agreements with key vendors such P&G, Unilever, Gillette to ensure successful results.

France Telecom Mobile Lebanon – Cellis

February 2001- May 2004

Administrative & Financial Department, Financial Controller

Responsible for implementing and managing systems of internal controls and reporting structures to improve efficiency of operations.

Elaborated a new system for budget process through IBM Cognos TM1 an enterprise planning software used to implement collaborative planning, budgeting and forecasting solutions as well as analytical and reporting applications

La Maison du Café – Café Najjar- Bristol Hotel- Beirut

August 1995- September 1996

Resto-Café, Barista/Waiter

CERTIFICATIONS, INTERNSHIPS & SEMINARS

March 27, 2018: Certified Advanced Financial Modeler - CAFM®

Kaplan Schweser Institute – Certificate No. 201711002

June – July 2002: Financial Funds Advisors International (FFA) - Beirut, Lebanon

Stock Trading Basics Seminar

September - October 1999: Byblos Bank- Beirut, Lebanon

Excellent insight into banks working cycle

PERSONAL INFORMATION

DOB : 25-10-1977 National : Lebanese Resident : Lebanon Gender : Male Marital Status : Married

EDUCATION

BBA – Emphasis in Finance	<i>Université Saint Esprit - Kaslik (USEK)</i>	<i>1996 –2000</i>
French Baccalaureate	<i>Collège Notre Dame de Nazareth</i>	<i>1985 –1995</i>

LANGUAGES

Arabic, French and English fluently spoken, written and read