**Ala**

[**Ala.331688@2freemail.com**](mailto:Ala.331688@2freemail.com)

**General Background**

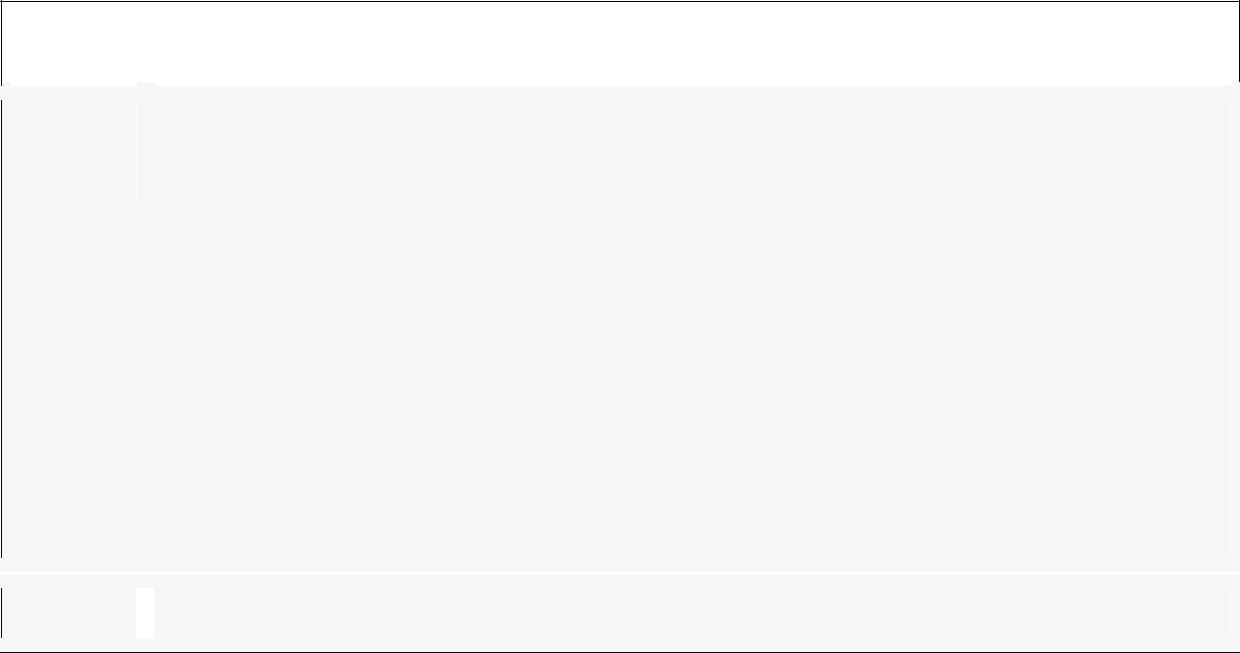
**My background experience in managing FMCG & Food Catering companies for +19Years with major focus on (planning, product development, Production, sales, marketing, teems, financial and budgeting awareness. Writing major conclusive reports and developing reporting systems to the president and the boards of Directors, excellent problem**

**solving skills, etc …..).**

**Personal Information:**

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|  | **Birth Date:** |  | **26 November 1972** | |  |
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|  | **Nationality:** |  | **Jordan** | |  |
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|  | **Visa Status:** |  | **Saudi Residency Visa (Transferable) ,Jeddah** | |  |
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| **Marital Status :** | |  | **Married, (3 Children's )** | |  |
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**Professional Experience**



**Dates:** **6 years ( Since 1/1/2011 up To 31 Dec 2016 )**

Position **GM -**

**Khairat Foods (FOODS, Dairy, Juices Dates) Manufacturing, Export, Import , Distributions and Commercial Businesses.**

1- Established and lunched the new Khairat Foods Co. in Saudia and GCC www.khairatfoods.com specialized in Airline food catering business for airline and Non-Airline Catering and Distributions.

2- Main vendor for Saudi Airlines with contract of 13.5 million meal yearly – Catering Section that delivering several food stuff .( snacks, olive oils, cracks ,cookies ,dates, ets…).

3- Khairat assigned ass agent for western region for KDD for all its Dairy ,Juices, Ice cream, Other Foods Products .

4- Sloe agencies for Saudia and middle eastern countries for :

* DIF Italian ready meal and hot snacks company.
* Soi group Italian olive oil products.
* Alfredo Thai snacks company.
* Marry Foods Co. Indian Pickle Co.
* Serena Grape leaves products – Turkey.
* Other different brands from (Canada , Italy, Turky , Jordan)
* Patla Products (Mamoul and Dates ).
* Jameel Alqudsi Foundation – Jordan –(olive oils & vinegars) 5-Doing catering for other customers army , Hajj ,omrah , universities , Schools >>>>etc.

6-Attend all the international Foods exhibitions, Anuga, Sial , gulfood,

Itca ,specialty foods , etc…. in all over the World since 1998 .

7-Agent for Famous Turkish chickens brands as ( Beypilic , Banvit ) whom specialized in whole frozen chickens and its further prepared products .for Saudi , Jordan ,Egypt and Iraq markets.

8- Import and distribute Ukraine & Algeria sun flower oil, different brands.( Savital , Smack .zoom &others for Saudi market . and cooking oil from Malaysia oky brand .

9-Premium stuffed grape leaves and staffed cabbage from turkey in Donya Brand – brand for khairat Co. and Seryna Breand .

10-Vendor for branded olive oils and its derivatives imported from Turkey and Italy (olive oil & Soi )

11-Launched patla premium Mamoul , brand owned by khairat and its supplied exclusively for Saudia Airline from 2014 up to date. Recently we lunched new 4 Additional Mamoul varieties.

**ACTIVITIES:**

**\* Increase the sales from SR87 million IN 2010 TO SR225 Millions IN 2015**

* **lunched new range of products for Saudi airline , GCC, JORDAN, Egypt markets from Italy , turkey ,Thailand, India, Canada, Bilgim specially:( frozen chicken , Frozen Vegetables , olive oils for airlines, vinegar ,Mamoul , Snacks, Stuffed grape leaves ,honey , …. ).**
* **Start Supply for Saudi airline, Nas air, and other GCC, Eygpt and royal Jordanian airlines for Italian Snacks, frozen meals Dif Italy and alfredo snacks from Thailand.**
* **lunched the new mamoull petal brands with special design (o ) we lunched the product asawer on Jan 2012 as with special production lines from Italy (designed especially for our company ) specially export product .**
* **develop the factory and take the SASO certificate, Iso certificate to allow the company to start export.**
* **Re structured all the company systems and products and activities.**
* **Re structured and increase the all lines capacities**
* **Open the export markets ( All GCC ,Jordan , Iraq , Egypt, Algeria, turkey , morocco, …other )**

**12 April 2004 – 31 Dec 2010 ( 7 years )**

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|  | Position , Company: |  |  | **DGM** First International Foods Company (Agent | | |  |  |
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|  |  |  |  | of KDD Co. In KSA ) | | |  |  |
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|  |  |  |  | FIFOOD is the sole agent of Kuwait Danish Dairy Company ( KDD) in Saudi Arabia | | | |  |
| Work Description: | |  |  |  |
|  |  | for the last twenty years & Recently FIFOOD Launched its New Brand division | | | |  |
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|  |  |  |  | -KDD (juices, thick crème, tomato paste, dairy products. | | | |  |
|  |  |  |  | -Establish and lunched KDD Ice Crème in Saudi Arabia. | | | |  |
|  |  |  |  | - FPP Frozen processed chicken products from turkey GCC | | | |  |
|  |  |  |  | -Olive oil from turkey Ravika brand retail &airline products.GCC | | | |  |
|  |  |  |  | -Donya drinks our Co. brand GCC. Export for 9 countries | | | |  |
|  |  |  |  | - Today chocolates from Jordan. |  |  | |  |

- Evaporated Milk. From Singapore.

- Pure Tomato from ITALY.

Organizational Relationships

Accountable to the holdings President

SCOPE OF WORK:

* Plan, develops and implements organization policies and goals.
* Direct the organization to operate at peak productivity and profitability.
* Confers with administrative personnel and reviews activity, operating, and sales reports to determine changes in programs or operations required.
* Directs preparation of directives to division or department administrator outlining policy, program, or preparations changes to be implemented.
* Analyses division or department budget request to identify areas in which reductions or increases can be made, and allocates operating budget.
* Maintain a commitment to the company vision and the spirit of the organization.

CONCRETE ACTIVITIES:

* Expand the distribution from covering the eastern region only in 2004 to cover the entire Kingdome in 2009 with 3 main regional branches.
* Increase the sales from SR76 M IN 2003 TO SA145 M IN 2010
* Creating new products for the Saudi markets; the main important decision was in 2005 by lunching the KDD 200 ml juice to compete and regain the market share from the competitors.
* Established and lunched the KDD ICE-CREAM project in KSA (3cold stores, distribution cars and team, freezers, plan , marketing …. Ets”)
* Established and lunched Donya juice brand in KSA and GCC
* Faced the crisis of Danish boycott in 2006; we were the first Danish company returning to the Saudi markets, and we reached more than 25% growth in 2007 sales compared with 2005.

- Faced the crisis of the factory fire in Kuwait in 2009 with the co-packing solutions

utilizing very aggressive actions.

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| **Dates:** |  | **September 2002 - March 2004** |  |
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| Position in Company: |  | **General Manager** |  |
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| Company Name: |  | **Al Wataniya Dairies & Juices** |  |
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| Company Industry: |  | **FMCG** |  |
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|  |  | **Management** |  |
| Job Role/Department: |  |  |
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Work Description: **A 30-year-old entity producing bottled food products juices, dairy products & bottled drinking water such as Yoghurt, Labneh, Laban, Fresh Fruit Juices and Drinks, Jelly, bottled drinking waters with different size / weight packages.**

**Deputed as the sole agent for the following companies and brands:**

1. **Parmalat Co. Products - Italy. ( Santal Juices & Drinks: All Kind of Fruit Juices ,Milks , Pomi Fresh Tomato Paste sauce, Grisby Cookies.**
2. **MAGIC The Natural Energy Drink: Product of Sweden. (Al-Sayer Soft Drinks Factory –Kuwait)**
3. **3horses – Holland ( un alcoholic beer )**

**Responsibilities:**

**• Researched investment opportunities and conceptualized business development ventures to draw**

**out complete business roll out plans in view of technical constraints / requirements, requisite**

**logistical support and resultant financial viability in terms of overheads and principal lock in**

**period.**

**• Devised and implemented all aspects of financial analysis and reporting. Included but not limited**

**to budgeting, financial reporting, forecasting and establishing credit lines with banks and**

**customers.**

* **Created stage-wise profit projection reports in consonance with preceding factors.**
* **Formulated marketing master plan to identify and capture target consumer base. Set collection**

**targets, maintained a rigorous check on all recoveries, expenses, financial rollover etc.**

* **Promotes organization in industry, manufacturing, or trade organizations.**
* **Ensure activities meet with and integrate with organizational requirements for quality**

**management, health and safety duty of care.**

* **Monitor measure and report on operational issues, opportunities and development plans and achievements within agreed formats and timescales.**
* **Coordinated all logistics and execution of import procedures encompassing shipping, receiving, customs clearance at the Saudi ports of all products from Europe (Parmalat from Italy, magic from Kuwait, & Non-Alcoholic beer from Holland).**
* **Led local and overseas negotiations with export European companies & providing the**

**economical, marketing, and financial studies of the Saudi market.**

**• Developed marketing strategies, consumer & trade promotional activities, advertising plans**

**suitable for the Saudi market.**

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| Position in Company: | **General Manager (Dec 1999 - Aug 2002)** | |
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| Company Name: | Medina Water & Juices Co.Ltd. (Quba Water Factory) Manufacturing / Production and trading FMCG | |
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|  |  |  |
| Address: | Madina Munawarah-Industrial city, Al Madina Al Munawarah, Saudi Arabia | |
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| Work Description: | **Major Achievements and Responsibilities :** | |
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|  | - **Successfully improved on international export markets in Kuwait, Bahrain,** | |
|  | **Jordan and Qatar.** | |
|  | - **Increased successive annual sales by 20% and cumulative net profit by more** | |
|  | **than 25% during tenure in a highly competitive market.** | |
|  | - **The sales in 1999 was 35 SR millions and 68SR In 2002.** | |
|  | - **Established privet labeling contracts with big companies.** | |
|  | - **Secured ISO 9000 certification within a record period of 5 ½ months.** | |
|  | - **Adding new lines for the factory of new products and raw materials.** | |
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|  | Position in Company: | |  | **Financial Controller &Analyst (January 1998 - December 1999 )** | | | | |  |
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|  | Company Name: | |  | Medina Industrial Investment Company (MIIC) Holding Company And its subsidiary companies | | | | |  |
|  |  |  |  | including: - AlMadina – 600 m investments . | | | | |  |
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|  | **Education** | |  |  |  |  |  |  |  |
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|  | **Institution:** | |  |  |  | **- Arab Academy of Banking & Financial Sciences** | |  |  |
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|  | Location , Date : | |  |  |  | Amman, Jordan -- June 1997 |  |  |  |
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|  | **Degree, Major:** | |  |  |  | **Master's degree, Management** |  |  |  |
|  |  |  |  |  |  | **MBA** |  |  |  |
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**International Exhibitions**

Attended and participated in several International food and FMCG Exhibitions for world renowned companies including:

**Exhibition** **Location** **Date**

1. ANUGA Food Germany- Cologne 2003 - 2005 -2009 -2011-2013 - 2015

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| 2 | SIAL INTL FOOD | | |  | Paris | | 2008 – 2010 - 2012 - 2014 |
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| 2. |  | ISM the Future of Sweets Exhibition | | | Germany- Cologne | | 2005 - 2006 -2008-2012 |
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| 3. |  | Gulfood Exhibitions | | UAE - Dubai |  | 2005- 2006- 2007 -2008 – 2009 - 2010- 2011 -2012-2013-2014 | |
| 2015 – 2016 | | | |  |  |  |  |
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| 4. | EXPO Airlines catering | | |  |  | hamburg – Germany | 2012 -l 2013 -2014 -2015-2016 |
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| 5. |  | HALAL Exhibition Kuala Lumpur | | | ` | MALAYSIA | 2006-2008- 2013 |
|  |  |  | | |  | |  |
| 6. |  | Damascus International fair | | | Syria - Damascus | | 2003– 2006-2008 |
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| 7. | Canton Fair | | |  | China - Guangzhou | | 2005 – 2006-2009- 2011 |
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| 8. |  | *CNR Intl F&B Exhibition* | |  |  | *Turkey- Istanbul* | *2007-2009-2010-2011-2013 - 2016* |
|  |  | | | | |  |  |
| *9.* | *FMCG PRIVETE LABEL ISTANBUL* | | | | | *Turkey- Istanbul* | *2008 -2009-2010 -2012-2013 - 2015* |
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The Main skills :

My valued business spirit encompassing my love and passion to the FMCG industry.

My great motivation and motivating of others And My problems solving skills.

My excellent levelheadedness, patience and endurance facing challenges and crises situations.

My expanded vision when it comes to evaluating and predicting changes and developments.

My calm but serious and swift decision making attitude.

My love and passion for creative designs and innovative new product ideas related to the industry.

My essential key assets:

 My Leadership background (18years experience leading 3 companies successfully with marked development and growth).

 My extensive experience in development, budgeting, financial awareness and accomplishing targeted plans.

 Maintaining awareness and knowledge of contemporary operational development theory and methods and provide suitable interpretation to directors, managers and staff within the organization.

 Directing the evaluation and development of organizational strategy and performance in co-optation with the executive team.

 Recruiting, selecting and developing executive team members.

 Directing functions and performance via the executive team.

 Maintaining and developing organizational culture, values and reputation in its markets and with all staff, customers, suppliers, partners and regulatory/official bodies.

 Reporting to the Holding’s President / parent board on organizational plans and performance.

 Executing the responsibilities of a company director according to lawful and ethical standards.