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**A passionate & result-oriented retailer, with 18 years of retail experience ranging from fashion brands to multi-brand shop-in-shop format, and with core focus being on operation’s management, store planning, store openings, recruitment’s, training & leading the team from front.**

**With key strengths being very organised, identifying & resolving problems through in-depth analysis, having professional etiquettes, with strong communication and effective time management skills.**

**Key Expertise**

* Ability to manage the Ultimate **Customer Experience** & **Financial Performance** through **Commercial Drive** & **Operational Excellence** in an ever evolving competitive retail environment.
* Customer centric focus & adapting same culture along with the team where key focus and belief always is CUSTOMER first.
* Strategic operational planning of the business to foresee growth pattern and plan accordingly.
* Ability to look into details, delivering high brand standards, through better process creation resulting in enhanced bottom line.
* Effective people management through coaching, empowerment and developing future potential with in the business.
* Involvement with project planning, time lines, and furniture fit out standards.
* Strong **communication** (written & verbal) & excellent **inter personal skills** to gather all requisite support from various internal & external business stakeholders.

**Organizational Experience**

**July 2009 – Till Date Group, Dubai**

**Operation Manager**

**Key Responsibilities:**

* Directly responsible for the overall financial performance, enhanced customer experience & brand development of, across UAE, Qatar, Oman, Bahrain & Kuwait
* Managing 5 regions (UAE, Qatar, Kuwait, Bahrain & Oman) of 37 stores with a turnover in excess of 140 Mil.
* Ensuring the achievement of brand KPIs such as Conversion, UPT & ATV through strong operations & training.
* Maintain to & fro communication with the brand principles & ensure adherence in terms of store design & layout, visual merchandising, operational procedures & service standards.
* Drive leadership & team development through timely recruitment & management of retail staff. Train & appraise them continuously & provide direction for SOP adherence, process streamlining & mentoring.
* Ensure ongoing controls & periodic audits of stocks / cash / assets / customer service standard’s / company policies & procedure’s / retail floor & back-store management / UP & CROSS selling techniques.
* Annual Budgeting & Revenue forecasting

**Notable Achievements:**

* , Dubai Mall ranked continuously number one store globally for the brand.
* Brand annual turn-has grown 3 times from 2010 to 2015, delivering high bottom line result.
* Expanding brand presence with foot print of more than 57,000 Sq Ft of space across the region.
* Received the top store Award for Globally 3 years in a row for operational growth Y-O-Y
* Mall of Emirates store awarded best service excellence store for 2009 cycle of DSES award
* Retail Me awarded to for best store concept in 2014
* One of the top three performing brand for the group and yielding high sales per square feet return & staff productivity

**August 2006- June 2009 Retail Group Gulf LLC (Al Hokair Group), Dubai**

**Brand Sales Manager – Footwear Division**

**Key Responsibilities:**

* Responsible for complete footwear operations in UAE for three brands, Reno (Germany), Viss (Malaysia) & Nose (Malaysia).
* Store openings both in UAE & KSA
* Staff recruitment, training & ensuring brand requirements are met
* Coordinating with principals
* Product selection, buying.
* Preparing budgets & ensuring business plans are achieved

**Notable Achievements:**

* **Reno** – Successfully opened 6 stores within a year both in UAE and KSA.
* **Viss** – One of the successful and performing brand’s for Retail Group Gulf and with DFC store being top performing during 2007 & 2008.

**October 2003 – July 2006 LANDMARK Group, Dubai**

**Retail Store Manager – Ecco**

**Key Responsibilities:**

* Responsible for handling multiple ECCO stores
* Assisted Brand Manager with the brand and dealt with the brand principle directly in the absence of Brand Manager
* Managed inventory control for ECCO in the initial stage of brand acquiring by Landmark Group
* Part of product selection group along with Brand Manager

**Notable Achievements:**

* One of the two persons selected by brand in the initial stage of brand acquiring by Landmark Group.

**Academia & Project Experience**

* Adarsha College affiliated with Bangalore University
* Diploma in Computer Applications and Systems from St. Joseph’s College, Bangalore (Certificate awarded)
* Proficiency in Information Systems management APTECH Computers, Bangalore
* Retail management program & conference, Germany
* Operations training & conference, Singapore
* Part of case study, bright idea team with in

**Personal Vitae**

Date of Birth : 10th January 1974

Nationality : Indian

Marital Status : Married

Driving Licence : Valid UAE DL