**Hany**

**Email: [Hany.373981@2freemail.com](mailto:Hany.373981@2freemail.com)**

**Professional Profile**

I am a highly experienced sales specialist and leader with extensive experience working within the luxury product retail market; I have the ability to thrive in a variety of highly competitive industries, cutting-edge markets, and fast paced environments. My strong commercial experience includes an impressive track record of hands on experience in organisation development and sales. I pride myself on my ability to deliver complex projects on time and to exemplary standards. In addition to this I possesses strong interpersonal, communication and negotiation skills with the ability to develop and maintain positive relationships at all levels. I have gained extensive knowledge of customer service principles and practices and keep ahead of developments in customer service to ensure that all customers receive an exceptional experience. I am a motivational and inspirational leader capable of coaching and empowering individuals to enable them to fulfil their potential whilst ensuring that the team makes a positive contribution to the organisation.

**Objective**

I am now seeking a new and challenging role, one that will enable the utilisation of my skills and experience acquired to date whilst providing the opportunity for further personal and professional development.

**Career Summary**

**2013 –2017 Head of Operations, Al Musbah, Saudi Duty Free**

* Main focus of the role is the management of all retail activities, taking overall responsibility for recruitment,

management and supporting employees to drive sales and maximise profitability.

* Responsible for the day to day management of a team of 100+ employees.
* Performed essential functions like interviewing staff, training programs for employees.
* Motivated and maintains staff by recruiting, selecting, orienting, and training employees.
* Ensure staff are fully informed and trained by coaching, counselling, and disciplining employees; planning, and monitoring.
* Dealing with staffing issues such as interviewing potential staff, conducting appraisals and performance reviews, as well as.
* Providing and organising training and development courses.
* Initiated a project *‘Improve the Image’* that helped enhance the image of the organisation and also had a positive impact on employee conduct.
* Day to day running and operating of stores including maintenance.
* Ensuring consistently high standard of presentation in all stores.
* Ensuring that the store operational requirements are complete by scheduling and assigning employees to the right departments including follow ups with employees to ensure that they are comfortable with the task in hand.
* Putting in place pricing policies by reviewing merchandising activities; increasing promotions and authorising clearance sales.
* Protecting employees and customers by providing a safe and clean store environment.
* Maintaining the stability and reputation of the store by complying with legal requirements.
* Maintaining professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional gatherings.
* Maintaining operations by initiating, coordinating, and enforcing program, operational, and personnel policies and procedures.
* Study trends by analysing and interpreting trends to facilitate planning.
* Ensuring standards for quality, customer service and health and safety are met.
* Resolving health and safety, legal and security issues.
* Touring the sales floor regularly, talking to colleagues and customers and identifying and/or resolving urgent issues.
* Initiating changes to improve the organisation, e.g. revising opening hours to ensure the store can compete effectively in the local market.
* Implement innovative store promotions to achieve and increase the financial objectives of the organisation.
* Organising special promotions, displays and events.
* Ensuring awareness of market trends in the retail industry, understanding forthcoming customer initiatives and monitoring activities of local competitors.
* Promoting the organisation locally by liaising with local community including schools and newspapers
* Identify current and future customer requirements by establishing rapport with potential and actual customers and other professionals in a position to understand service requirements.
* Responding to customer complaints and comments.
* Assisting VIP Customers with private sales activities, maintaining etiquette and manners while dealing with VIP customers, collecting payment and delivering goods to them personally.
* Implemented a process for the delivery of stock in a consistent and timely manner
* Playing a key role in making decisions regarding stock control as well as managing stock levels and

highlighting issues in a timely manner.

* Ensuring availability of merchandise and services by approving contracts and maintaining inventories.
* Keeping a breadth of advertising, sales promotion, and display plans; operating and financial statements for profitability ratios.
* Securing merchandise by implementing security systems and measures.
* Managing stock levels and making key decisions about stock control.
* Working closely with all other department to maximise sales.
* Setting and reviewing budgets and managing cost.
* Providing operational reports for Directors as required.
* Determining marketing strategy changes by reviewing operating and financial statements and departmental sales records.
* Contributing to team efforts by accomplishing related results as needed.
* Managing and motivating a team to increase sales and ensure efficiency.
* Analysing sales figures and forecasting future sales.
* Achieving financial objectives by preparing an annual budget; scheduling expenditures; analysing variances; and initiating corrective action where necessary.
* Using information technology to record sales figures, for data analysis and forward planning.
* Updating colleagues on organisation performance, new initiatives and other pertinent issues.
* Dealing with sales, as and when required.

**2008 – 2013 Luxury Sales Team Leader, Terminal 5 - London Heathrow**

* Main focus of the role to develop revenue and sales of luxury duty free items within the busy Heathrow airport
* Implementing improvements to customer service programs and managing customer satisfaction.
* Providing comprehensive support to the department manager directly contributing to the day to day operation of the division.
* Personally accountable for the watch department, selling brands such as Gucci, Rado, Dior, Burberry, Hamilton, Raymond Weil, Rolex, Longines, Breitling and Omega.
* Oversee sales of luxury accessories i.e. sunglasses handbags and jewellery.
* Implementing a range of innovative methods to improve sales and ensuring challenging daily targets are met.
* Pivotal in driving sales forward and making a 30% increase in current revenue through the effective promotion of relevant products.
* Demonstrating the ability to influence the success of the organisation by putting forward strategies to improve performance such as incentivising staff members to sell higher value products.
* Accountable for stock management and all associated documentation to facilitate increased profit through minimising wastage.

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| **2007 - 2008** | **Sales and Specialist Consultant, Signet Group** |

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| **2002 - 2007** | **Department Manager, Sainsbury Supermarket** |
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**Education & Qualification**

Diploma Commerce & Business Administration – University of Cairo , Egypt 1997

Alevel Equivalent English, Maths, Science, Geography & Arabic - Cairo High School, Cairo, Egypt 1994

GCSE Equivalent English, Maths, Science, Geography & Arabic - Cairo High School, Cairo, Egypt 1991

**Professional Skills**

Software Experience: Computer knowledge of all main MS software applications, enabling me to handle a range of data efficiently.

Personal Experience: experience in regards to how to deal with a wide range of situations with a diverse field of clients, my professional, innovative ways help influence sales and leave the customer loyal to the organisation, as well as completely satisfied.

Efficient Multitasking: In order to cope with the high levels of demand, throughout the years I have developed multitasking skills which help keep the organisation efficient and productive.

Fluent in English and Arabic.

**Interests**

● Exploring different cultures by travelling and meeting new people.

**References**

References are available on request**.**