**SAIYED ATA ASHARAF**

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Dynamic and result-oriented strategy management professional with over 7+ years of extensive experience in Hospitality industry (F&B). Experienced in conceptualizing, planning, and executing strategic projects to drive business growth and operational efficiency. Proficient in strategically overseeing various aspects including new store openings, product development, inventory management, and elevating customer experiences. Holds an MBA with specialization in Marketing & Finance.

**PROFESSIONAL EXPERIENCE**

**Moroccan Taste, Riyadh, KSA**

*Project Manager & Team lead, September 2019 to till date*

*Supervisor/Consultant, September 2016 to September 2019*

Role and key assignments

* Leads end-to-end strategic projects across various outlets (currently 9) of Moroccan Taste, including Riyadh Domestic Airport, leading to improved efficiency, revenue growth, and cost savings
* Coordinates closely with internal and external vendors and utilizes data analytics to optimize inventory levels and forecast demand. Streamlined inventory management system, reducing waste by ~15% and reducing costs by ~10%
* Leads new store openings, overseeing site selection, staffing, and initial operations setup. Develops financial models and forecasts to assess ROI and feasibility of new store openings
* Regularly conducts market research and analysis to identify growth opportunities and competitive threats, providing actionable insights to senior management
* Adept at managing projects from inception to completion, delivering results within budget and schedule constraints; Manages cross-functional teams in the implementation of key projects, including new product launches, store renovations, new store openings and market expansion
* Liaises regularly with various KSA regulators like GACA, RAC, Air force security etc.to ensure compliance across all assigned outlets. Closely co-ordinates with legal team to arrange all required permits to operate in King Khalid Airport, Riyadh
* Monitors and analyses KPIs to identify areas for improvement and implements corrective actions. Also collaborates with marketing and finance departments to align operational activities with business objectives

**Fortuna Greens Infrapromoters Pvt Ltd., Lucknow, India**

*Co-founder, March 2012-August 2016*

Role and key assignments

* Co-founded a real estate development company and played a key role in its establishment, growth, and strategic direction
* Led the acquisition, development, and management of real estate projects including liaising with regulatory bodies
* Regularly conducted comprehensive financial analysis to evaluate investment opportunities, assess risk, and optimize returns; Also played an active role in securing finances for projects
* Built a network within the real estate industry and established relationships with other professionals, investors, and stakeholders
* Implemented innovative marketing and sales strategies to effectively position the company in the market and attract potential clients which enabled consistent revenue stream
* Built and led a high-performing team (~30 members), fostering a collaborative and result-oriented company culture
* Provided consulting services to individuals and businesses looking for advice on real estate investments, development projects and property management strategies

**Home Solutions Retail India Ltd., Future Group, Lucknow, India**

*Senior Sales Executive, December 2008-May 2010*

Role and key assignments

* Managed IT segment’s products’ sales and brand building
* Conducted extensive financial analysis and reported to top management.
* Visual merchandising, team management, onboarding and soft skills coach of the team (existing and new team members).
* Designing media campaign and flyers for brand promotion.
* Monthly inventory and dashboard reporting using MIS.

**ACADEMIC QUALIFICATIONS**

* MBA, Finance from S.V.N. Institute of Technology & Management, Lucknow, India in (2010-12)
* Bachelor of Science from Lucknow University India (2004-07)

**PERSONAL DETAILS**

* Language proficiency: Arabic, English and Hindi
* Current location: Riyadh, KSA