

# Amr Elaouby, BSc, MBA

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## ▪ Professional Summary

Business and operations leader with nearly **12+ years of experience** across **marketing, branding, digital transformation, and multi-unit operations** in F&B, events, automotive, and entertainment sectors. Long-term **Qatar resident since 1996** with a foundation in **engineering and business management**, integrating data-driven marketing strategy with operational precision. Experienced in developing **brand architecture**, building **in-house marketing ecosystems**, and executing **AI-enabled campaigns** that drive measurable growth and customer retention. Proven record in delivering **QR 40M+ FIFA operations**, launching **digital payment and ERP platforms**, and transforming **Second Bite Nutrition Center into an automated, data-led brand**. Holds a **BSc in Engineering (Texas A&M University Qatar Foundation)** and an **MBA in Crisis & Marketing Management (AASTMT Egypt)**.

## ▪ Professional Experience

### → General Manager | Second Bite Nutrition Center | Jan 2024 – Present | Qatar

Joined when Second Bite was still a struggling department under Grand Central Bakery & Kitchen, sustaining major losses since 2020 due to structural inefficiencies, unforeseeable costs, and a broken service model. Tasked to determine whether to close or transform it into a viable standalone company.

#### Initial Conditions & Challenges

- Daily rotating 24-day menu offered only two dish options per category, endlessly “customized” per client (e.g. lactose-free, non-spicy, vegetarian, high-protein), producing 40–50 recipe variants per day.
- Manual processes between dietitians, customer service, and the kitchen caused operational errors and low client satisfaction.
- Costs spiraled under a structure that was neither forecastable nor scalable, with client retention below 10 %.

#### Strategic Transformation

- Re-engineered the concept around a fixed 230-dish menu covering all dietary types (gluten-free, lactose-free, vegetarian, low-carb, high-protein, etc.), all available daily with zero customization.
- Standardized recipes and fixed dish costs, enabling precise purchasing and predictable gross margins, incorporating the nutritional calculations through API with USDA FDA databases for accurate and correct details.
- Reduced total costs by ≈40% and improved profitability from –30% to –5 %, achieving near break-even within months through logistics restructuring, teams optimization, and operational efficiency.
- Lifted client retention from 9% to 44% through improved variety, consistency, and satisfaction.

#### Menu Engineering & Creative Production

- Personally supervised all recipe development, testing, and costing with chefs.
- Produced a full photographic catalog of >200 dishes using professional studio setups; handled all lighting, and editing.
- Built extensive expertise in DSLR and mirrorless photography, gimbals, drones, and 360°.

#### Automation & Technology Development

- Built a proprietary ERP-style system using PHP, MySQL, JavaScript, Python, Apache, HTML/CSS, Codex, Visual Studio Code and Debian integrated with the WhatsApp Cloud API.
- Automated invoice generation and kitchen routing, replacing heavy reliance on dietitians, coordinators and accountants with AI-driven logic.
- Reduced staff overhead by ≈70% while improving speed and accuracy.

#### Marketing & Partnerships

- Replaced external agencies with an internal marketing team — cut spend by 60%.
- Digital performance gains:
  - Instagram followers 3–4k → ≈ 60k
  - Monthly inquiries 250 → 750+
  - Conversion rate 1% → 12%
  - Cost-per-lead QR65 → QR15
- Secured corporate discount and co-marketing agreements with Qatar Airways, Qatar Foundation, and other national institutions.
- Established visibility that attracted event sponsorships and unsolicited partnership offers across Qatar's health and F&B sectors.

#### Legal & Corporate Structuring

- Executed the company spin-off and legal formation: CR issuance, Articles of Association, Chamber of Commerce, bank accounts, and integrations with MyFatoorah, CyberSource, SkipCash, and CBQ.
- Personally managed all PRO work, staff visas, and governmental approvals.

### → Advisor/Acting Business & Operations Lead | Loming Barako Restaurants | Oct 2023 – Present | Qatar

Appointed by the Qatari co-owner (Same owner of Second Bite Nutrition Center and Grand Central Bakery & Kitchen) to **investigate financial discrepancies and management malpractice** within a multi-branch Filipino restaurant group. Assigned to **secure ownership interests, recover documentation, and oversee the legal, financial, and corporate closure** of the company following partner disputes.

- Conducted a full **forensic review of financial and operational records**, uncovering irregularities and confirming loss of transparency in reporting.

- Led the **legal isolation and removal of previous management and partners** responsible for mismanagement and noncompliance.
- Coordinated with **legal counsel, auditors, and regulatory authorities** to initiate and follow through on formal proceedings protecting the Qatari owner's rights.
- Managed official representation before government entities including the **Ministry of Commerce, Ministry of Labor, Ministry of Interior, and General Tax Authority (Dhareeba)** to regularize filings and finalize company liquidation.
- Compiled comprehensive **asset, liability, and case status reports** to support ongoing litigation and ensure proper documentation of ownership position.

#### → Head of Technology & Business Development | Grand Central Bakery & Kitchen (Group) | Jun 2023 – Present | Qatar

Joined to **lead technology operations and drive modernization** across the group's network of outlets, catering operations, and production divisions. Within weeks, scope expanded to include **marketing, business development, and corporate account management** after delivering measurable improvements in efficiency and performance.

##### **Key Achievements & Responsibilities:**

- Directed **digital transformation and systems integration**, linking ERP, POS, and financial systems across more than fifteen outlets for real-time cost, stock, and sales monitoring.
- Designed and launched **Qatar's first school cashless payment platform**, integrated directly with CBQ and SkipCash. The system now serves major schools including **Qatar International School, Swiss International School, and Lycée Voltaire**, among others nationwide.
- Oversaw **outlet operations** for key corporate clients such as **Vodafone Qatar (multiple locations), Qatar Museums, Shell Qatar, Woqod, and DHL Qatar**, ensuring brand consistency and operational excellence.
- Coordinated major **B2B supply and catering contracts**, including institutional catering for **Monoprix Qatar, Lulu Group** and large-scale event and meal supply tenders for **ministries, hospitals, airlines, and five-star hotels**.
- **Led and implemented the group's entry into the Ministry of Finance tender bidding system (Monaqsat)**, learning and executing full bid-cycle management — from requirement mapping to documentation, negotiation, and contract award.
- Headed **marketing and branding**, internalizing campaign creation, design, and analytics through Meta, Google Ads, and WhatsApp Cloud API, reducing external costs by over 60% while improving visibility and ROI.
- Streamlined **corporate communications and reporting** systems, improving collaboration between production, logistics, and outlet teams.
- Continued to provide **consultancy and oversight** post-tenure on digital and business development initiatives.

#### → Venue Operations Manager | FIFA World Cup Qatar 2022 | Oct 2022 – Jan 2023 | Qatar

Recruited through professional referral to **Qatar Star Services**, the official F&B concessions operator for the FIFA World Cup Qatar 2022. Interviewed and hired by **Mr. Mauro Tostes**, Mass Events and Sports Director (former FIFA Brazil F&B Concessions Manager), to join the F&B operations team overseeing venue concessions management.

##### **Assignment 1: Assistant Venue Manager – Ahmed Bin Ali Stadium (Oct 2022)**

- Joined the FIFA F&B concessions program during the bump-in phase for Ahmed Bin Ali Stadium, responsible for setup and operational readiness of approximately **36 concessions and 2,500 staff**.
- Coordinated the layout, equipment placement, utility connections, and safety testing in compliance with FIFA and Supreme Committee standards.
- Supervised training sessions, dry runs, and operational testing for all concession zones.
- Acted as de facto co-manager in the absence of a designated Venue Manager, jointly handling operational planning and execution with another Assistant Manager.

##### **Assignment 2: Venue Operations Manager – Education City Stadium (Nov 2022 – Jan 2023)**

- Promoted within one month to lead **Education City Stadium**, one of the tournament's flagship venues, operating **44 concessions** and employing over **8,000 staff** across multiple shifts and functional areas (F&B, logistics, cashiers, chefs, maintenance, IT, and finance).
- Oversaw final bump-in, certification, and full operational readiness of all concessions before kickoff.
- Coordinated directly with **FIFA, Supreme Committee, WHO, security, and hospitality** teams to maintain compliance, safety, and quality control standards.
- Maintained daily on-site presence averaging **16–18 hours per day**, performing early inspections, walkthroughs, and issue resolution personally to ensure seamless matchday operations.
- Achieved **zero major operational incidents** across all match days, earning commendations from FIFA representatives and Qatar Star Services senior management.
- Managed post-match logistics, daily reconciliation, replenishment, and supplier coordination under extreme time constraints.
- Directed bump-out process, including inventory verification, equipment retrieval, and vendor handovers post-tournament.

##### **Cross-Venue Support (Dec 2022 – Jan 2023)**

- Deployed to **Khalifa International Stadium** and **Lusail Stadium** after Education City concluded matches to support final games and bump-out logistics.
- Assisted with closing-day coordination and handover procedures for multiple venues during the tournament's final week.
- Completed tournament duties at the end of **January 2023**, following full stadium clearance and supplier closeout documentation.

##### **Performance & Recognition**

- Commended by **Mr. Mauro Tostes** and senior management for exceptional leadership, discipline, and resilience under high-pressure conditions.
- Recognized for maintaining morale and operational continuity across one of FIFA's largest concession networks during peak tournament periods.

○ Direct praise received from FIFA and Supreme Committee officials for the flawless operational record of Education City Stadium.

## → Independent Marketing & Business Consultant | Dubai Media City | Apr 2022 – Oct 2022 | UAE

Operated as a self-sponsored freelance consultant under **Dubai Media City**, providing short-term marketing and business advisory services for automotive and F&B clients across the UAE.

The engagement included both independent consulting projects and a contracted assignment with **Red Fox Automotive**, a multi-branch automotive services company operating in Dubai, Sharjah, Ras Al Khaimah, and Abu Dhabi.

- Developed integrated **marketing strategies, content calendars, and ad-campaign plans** for multiple clients.
- Created digital and physical content, supervised campaign execution, and evaluated ROI using performance analytics.
- Advised company owners and stakeholders on **brand positioning, pricing, sales strategy, and agency evaluation** to improve marketing accountability.
- Coordinated external vendors and agencies on creative delivery, media buying, and budgeting.
- Consulted on business-plan refinement and go-to-market positioning for small and mid-scale clients in both service and retail sectors.
- Provided due-diligence assessments and strategic direction that led to professional referrals—one of which directly resulted in later recruitment for the **FIFA World Cup Qatar 2022** project.

## → General Manager | Crusoe – Your Car's Bodyguard | Mar 2021 – Mar 2022 | Qatar

Scaled a **mobile automotive service startup** specializing in on-site detailing, cleaning, and repair.

Oversaw all aspects of **operations, marketing, finance, and customer service**, transforming the concept from early-stage setup to active commercial operations.

- Established the **booking, CRM, and dispatch systems**, managing scheduling and client communication for mobile crews.
- Handled **vendor sourcing, cost optimization, and service workflow design** to ensure high service consistency.
- Led **digital marketing campaigns**, developed the company's online presence, and managed client acquisition channels.
- Supervised **team recruitment and training**, set pricing models, and created operating procedures for field operations.
- Managed full P&L responsibility, including budgeting, cost control, and supplier negotiations.
- Delivered the company to operational profitability and prepared it for **acquisition by Ali International Trading**.

## → Operations & Business Development Manager | Global Company for HoReCa Preparations | Jan 2018 – Feb 2021 | Egypt

Recruited to establish and manage a **multi-concept hospitality and entertainment group**, combining four fully operational businesses under one umbrella — a specialty café, a casual street-food restaurant, and two entertainment centers (mixed-use, and female-only).

Oversaw all aspects of business setup, operations, marketing, systems design, technology integration, and financial management.

### 1. Café Concept – Specialty Coffee & Desserts

- One of the **first third-wave coffee concepts in the region**, introducing multiple brewing and preparation methods beyond conventional espresso service.
- Served espresso-based and manual brew coffees (V60, Chemex, Cold Brew, Moka Pot, Aeropress, Syphon, and others) with diverse bean origins and roast profiles.
- Expanded offerings to include cold beverages, fresh desserts, and bakery items produced in-house.
- Designed layout and bar flow for efficient, high-volume specialty beverage preparation.

### 2. Restaurant Concept – Egyptian Street Food Grillhouse

- Developed and operated a high-turnover restaurant specializing in **live-grill dishes and sandwiches** (shawarma, burgers, fries, fried snacks, and Egyptian-style liver/kebda).
- Achieved exceptional popularity through product quality and speed — weekend queues often extended outside the venue due to demand.
- Built standardized recipes, cost sheets, and portion controls to ensure consistency and profitability across outlets.

### 3. Entertainment Centers – Mixed & Family Zones

- Designed and launched two entertainment centers: one open to all guests, the other reserved exclusively for **females and children** for privacy and comfort.
- Facilities included **PlayStation (PS2–PS5), Xbox, VR/AR games, car and flight simulators, ping pong, foosball, trampolines, indoor cinemas, and private event rooms**.
- Engineered a proprietary **local media server system** using **Plex**, allowing in-house streaming of licensed films to private theaters without internet dependency — essential for cost control given Egypt's data-cap limitations.
- Developed an integrated **POS and control system** connecting café, restaurant, and entertainment centers. The system automated service activation (PlayStation sessions, cinema access, timers, and PC terminals) and synchronized with sales and user accounts.

### 4. Systems Development & Technology Integration

- Built a **custom POS/ERP platform** linking all business units — café, restaurant, and entertainment — with centralized reporting for sales, expenses, and usage tracking.
- Integrated smart controls to automatically manage service durations, device activation, and session billing.
- Oversaw IT infrastructure, networking, and server implementation across all locations.

### 5. Marketing & Content Management

- Established a full in-house marketing team covering design, photography, social media, and moderation.
- Initially worked with agencies, later internalized all marketing and content production for cost efficiency and creative control.

- Personally handled **product and menu photography**, content creation, and ad management across Meta platforms and Google Ads.
- Managed digital content calendars, campaign budgeting, and brand tone to maintain consistent online presence and engagement.

## 6. Growth, Recognition & Events

- The destination quickly became one of the **most popular entertainment and F&B venues in the region**, serving as a social hub for youth and families.
- Hosted **private events** including engagements, weddings, and graduation parties due to venue popularity and space design.
- Recognized regionally as an early model for hybrid hospitality–entertainment complexes integrating food, beverage, and gaming experiences.

### → Business Manager | Qatar Auto-Bay (Personal Venture) | Oct 2015 – Oct 2016 | Doha, Qatar

- Founded a project spun off from the off-roading club **Qatar Offroaders**, which grew to over **1,200 registered members**.
- Provided consultancy and sourcing for off-road vehicle modifications, accessories, and camping equipment.
- Built vendor relationships and managed client orders and installations, transforming a community hobby into a profitable micro-business.
- Concluded operations upon relocating abroad for postgraduate study.

### → System Engineer & IT Support (Freelance) | Professionals Garage | Jul 2015 – Oct 2016 | Doha, Qatar

- Hired on a part-time basis to design and deploy IT systems for an automotive and contracting group.
- Installed server racks, configured LAN and backup systems, and provided on-call maintenance for 14-user network.
- Delivered full setup within one month and retained for remote support as needed.

### → Electronic Shipping Solutions Support | DHL Express (Qatar) | Aug 2015 – Dec 2015 | Doha, Qatar

- Temporary technical support role covering staff on maternity leave.
- Guided corporate clients in using DHL's online shipping and airway-bill generation systems.
- Provided phone-based assistance, software troubleshooting, and customer onboarding to digital shipment platforms.

### → System Engineer | VOKTECH Systems | Sep 2014 – Dec 2014 | Doha, Qatar

- First professional appointment following graduation.
- Visited client sites to assess IT and infrastructure needs, reported requirements to the headquarters' technical team, and assisted with hardware procurement, configuration, and software implementation.
- Delivered basic user training and post-installation support.
- Resigned after project completion due to differences in work scheduling expectations.

### → Fishing Department Intern | Weatherford | Jun 2013 – Aug 2013 | Doha, Qatar

- Joined the **Fishing & Well Intervention Department** as a summer intern.
- Gained exposure to downhole tool operations, retrieval techniques, and well-recovery systems for stuck drilling equipment.
- Participated in on-site observations, tool assembly, and safety sessions.
- Developed a strong understanding of field logistics and mechanical coordination within live well environments.

### → Petrochemical Engineering Intern | QAPCO | Jun 2012 – Aug 2012 | Mesaieed, Qatar

- Completed an internship rotation across **Safety, Mechanical, Electrical, and Project Management** departments.
- Studied the production process of **olefins and polymers** and observed maintenance, process safety, and control systems.
- Assisted engineers in project documentation, plant tours, and operational monitoring.
- Learned core principles of industrial-scale chemical production and workplace safety.

### → Teaching Assistant & ITS Student Leader | Texas A&M University at Qatar | Sep 2009 – Feb 2013 | Doha, Qatar

- Held dual roles while completing undergraduate studies.
- As a **Teaching Assistant**, supported instruction in **PETE 301 (Petroleum Engineering)** and **Mathematics** courses—graded lab work, guided MATLAB assignments, and assisted students with practical exercises.
- As **ITS Helpdesk Student Leader**, supervised peer assistants, provided IT support to faculty and students, and coordinated campus-wide troubleshooting and training.
- Recognized for reliability and technical leadership within university staff and administration.

### → Undergraduate Researcher – Electrical Engineering | May 2010 – Jul 2010 | Texas A&M University at Qatar

- Joined a five-member interdisciplinary team researching **neural signal acquisition and data processing** for brain-computer interface applications.
- Worked on data collection, signal filtering, and interface hardware integration.
- Delivered progress reports and participated in academic presentation of findings.

## ■ Education & Certifications

### → Master of Business Administration (MBA) – Crisis & Risk Management + Marketing Management (Double Major)

- Arab Academy for Science, Technology & Maritime Transport, Egypt, 2019
- GPA 3.9/4.0

→ **Bachelor of Science (BSc) – Petroleum Engineering**

- Texas A&M University, Qatar Foundation, Qatar, 2014

→ **Professional Certifications:**

- **Food Handler Certificate**
  - Qatar Medical Commission/Ministry of Public Health, Qatar, valid till Oct 2026
- **Digital Transformation Program – Qatar Development Bank (QDB)**
  - Qatar Development Bank (QDB), Qatar, 2025
  - Process mapping, ERP/CRM selection, data governance, analytics adoption, automation roadmaps, and change management
- **Learn & Transform Program – Qatar Development Bank (QDB)**
  - Qatar Development Bank (QDB), Qatar, 2024
  - Strategy, operating model redesign, finance discipline, and go-to-market execution for SMEs; capstone focused on operational excellence and growth playbooks
- **Google Cybersecurity Professional Certificate**, 2023
- **First Aid & CPR Certification**, Venture Gulf Training, Qatar, 2023
- **Fire Warden & Emergency Response Certification**, Venture Gulf Training, Qatar, 2023
- **Photography & Cinematography Workshops (various)**, Qatar Photography Center, 2023-2025
- **Google Digital Marketing Certificate**, 2022

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■ **Personal Information**

- **Location:** Doha, Qatar
- **Residency:** Qatar resident since 1996 | UAE residency holder | Egyptian national
- **Languages:** Arabic (Native) | English (Near-Native / Full Professional Proficiency)
- **Marital Status:** Married (with children)
- **Driving Licenses:** Qatar, UAE, and Egypt | Valid International Driving License
- **Mobility:** Open to international relocation and travel
- **Availability:** Flexible — can join upon reasonable notice