

Amr Elaouby, BSc, MBA

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▪ Professional Summary

Operations and Strategy Leader with 12+ years driving growth across F&B, hospitality, and mega-events. **Long-term Qatar resident (since 1996)** with deep local market insight and an **MBA in Crisis Management**. Proven expert in scaling multi-unit concepts, **driving lifestyle luxury operations at W Doha**, delivering high-stakes FIFA World Cup operations (QR 40M+), and managing VVIP royal hospitality. Combines an engineering background with commercial acumen to turn around distressed assets, optimize supply chains, and lead large-scale teams (up to 8,000 staff). A hands-on leader who leverages data and digital tools to maximize profitability, consistency, and customer retention.

▪ Professional Experience

→ Catering Manager (Temporary Assignment) | W Doha Hotel & Residences | Nov 2025 – Dec 2025 | Qatar

- **Strategic Selection:** Handpicked as the **sole external manager** trusted to lead W Hotel's critical operations for the **Doha Film Festival, Formula 1 Qatar Grand Prix, and FIFA Arab Cup 2025**, bridging the gap between hotel standards and stadium logistics.
- **Mega-Event Execution:** Commanded premium catering for **141 VVIP Skyboxes** across Lusail and Education City Stadiums, treating each unit as a standalone banquet venue with zero margin for error.
- **VVIP & Royal Protocol:** Personally managed high-stakes hospitality for **H.E. Sheikh Jassim bin Hamad, H.E. Sheikha Al Mayassa bint Hamad, and H.E. Sheikha Hind bint Hamad Al Thani**. Also coordinated exclusive services for the **Jordanian Royal Family**, including **Crown Prince Al Hussein, Prince Hashem, and Princess Salma bint Abdullah II**, working directly with Amiri Diwan.
- **Workforce Scalability:** Orchestrated a massive labor surge, **quadrupling staffing levels** on event days by integrating hotel core teams with outsourced units to ensure incident-free delivery across multiple venues.

→ 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 (Monaqasat), 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 – Ahmad 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.
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■ 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