**Awse Jastaniah**

Jeddah, KSA

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**PROFILE**

Motivated professional with over fifteen years of international experience as a manager in the restaurant industry. Experienced in controlling purchasing, successfully saving more than 1.3 MSR in one year. Developed multiple restaurants and catering businesses, growing them from small businesses to multi-million-dollar organizations in less than a year. Strong leadership acumen and refined public relations skills. Possesses advanced computer literacy skills, and proficiency in utilizing Microsoft Office Suite.

**EDUCATION**

CDI College, Mississauga, ON *2014*

**Diploma in Business Management**

Baker College of Flint, Flint, MI *1999*

**B.S. in Mechanical Engineering**

**TRAINING & SKILLS**

* Advanced Project Management
* Intech Management and Technology Solutions
* Principles and Practices of Budgetary Control
* Leading and Managing People

**WORK EXPERIENCE**

**Food Specialized Co. Ltd.,** Jeddah, Saudi Arabia  *December 2018-Current*

COO/GM

* Key Achievements: Doubled the size of the business within one year, fostered sales cost savings of over 1 million Saudi Riyals, reorganized and reduced number staff to match the customer’s demand.
* Leading the company’s expansion from only 2 locations to 10 within a short timeframe.
* Managing and analyzing financial parameters and controls for all areas of the business, in order to determine business priorities
* Using weekly business updates with the leadership team to establish clear business goals, financial targets, action plans and measurements of success with each Manager and Chef, updating as required, while ensuring alignment with the Strategic Plan.
* Identifying opportunities, operational improvements and best practices that improved profitability without sacrificing quality in the guest experience.
* Observing and auditing the restaurant’s operation based on the key areas of focus: Front of the House, Heart of the House, Safety, Security, Employee Relations and Food Safety.

**Boston Pizza,** Toronto, Canada *December 2014-June 2018*

Regional Director

Boston Pizza is the leader in Casual Dining in Canada with over 300 locations around North America generating over $1Billion in revenue.

* Established and built trusting relationships with General Managers by conducting thorough and purposeful restaurant visits focusing on operational intensity to improve business results.
* Identified gaps and opportunities and determined root causes in operating standards and overall guest satisfaction.
* Communicated brand standards and available resources to assist the GM in remedying gaps, while also coaching and teaching about solutions to identify said gaps (i.e. hourly training tools, “spec” books, Restaurant Leadership Certification resources, Learning Centre programs).
* Flagged key issues raised during audits and resolved in a timely manner, leveraging key Restaurant Support Centre resources where required. Reported on trends during weekly team meetings and one on one discussions to ensure root causes are resolved.
* Led in all aspects of new restaurant openings and assisted in ensuring new restaurants reached their business goals.

**Symposium Café & Lounge,** Mississauga, ON  *September 2011-December 2014*

Restaurant Manager

The Symposium Café restaurant is a unique niche of upscale dining and casual café, and is part of the fastest growing food service segment in North America. Every location is open seven days a week, with a menu that includes classic gourmet meals, exotic desserts, European coffees, and specialty beverages.

* Conducted all opening and closing duties including daily reports
* Oversaw all restaurant operations for multiple locations to ensure the adherence of Prime's standards (profitability, cleanliness, culinary execution and service execution) and to deliver the best possible guest experience.
* Achieved team member satisfaction through coaching and training, resulting in less turnover.
* Cultivated a work environment that is healthy, safe and based on respect and trust while upholding the standards of quality and service.
* Interviewed, selected, supervised, and coached restaurant management team.
* Conducted one-on-one meetings with management, and ensured these meetings were held for team members as well, focusing on ongoing feedback/coaching and completed/documented Performance Reviews.
* Implemented new training procedures and programs to ensure proper training is executed.

**Fusion4food Inc, Muchos Latin Cuisine,** Jeddah, Saudi Arabia *February 2003-June 2011*

Managing Director

* Originated company's strategy and Field of Business including Feasibility Studies.
* Operate two branches of a casual dining restaurant.
* Recruited 100 staff, including the Top Management Team
* Created a Food Service Management system which includes Menu Planning, Purchasing, and Receiving, Storage, Production, and controlled management, marketing, and merchandising strategies.
* Analyzed contracts, executed pricing, and conducted supplier evaluation. Responsible for staffing, training, service & guest feedback, recipe and cost evaluation, implementing the strategy of employee self-development, and cross training the whole team.

**Saudi Business Machines**  *November 2001-November 2003*

ITSR/Project Manager/Internal Auditor

Saudi Arabia’s leading provider of end-to-end enterprise information technology solutions based on the complete range of IBM hardware and software products.

* Overachieved required budget by 15%.
* Led the transformation of the quality control team in acquiring ISO 9002;2000, which led to becoming the 1st IT company in Saudi Arabia to shift from ISO V. 1994 to Y2K.