

AYKHAN KHALIFA



Baku Azerbaijan | +994993241514 | Aykhan.khalifa@gmail.com

Professional Summary

Experienced professional with over 10 years in retail management, operations, and business development. Proven expertise in team leadership, strategic planning, customer satisfaction, and budget optimization. Adept at delivering growth-oriented strategies and driving operational excellence in fast-paced environments.

Skills

- Microsoft Windows
- Adobe Photoshop
- FMC
- MICROS/HRS
- NEBİM 3V
- Microsoft Office (MS Word, MS Excel, MS Power Point, MS Outlook)
- ETA - Accounting
- ZUP
- GOLD

Work History

Executive Director of Operations

10/2024 to Current

BlueCenter – Baku, Azerbaijan

- Directed overall management and operations of mall and office spaces, ensuring tenant satisfaction.
- Negotiated and renewed rental contracts, driving profitability.
- Developed marketing strategies to boost customer footfall and optimize revenue.
- Oversaw budgets, managed financial reports, and implemented cost-saving measures.
 - Led cross-functional teams for successful project completion and timely delivery of key initiatives.

Executive Director

01/2024 to 10/2024

DeFacto (AGA Group)

- Define business plan and retail services by working with management of various business units, as buying, marketing, operations, visual merchandising, HR, logistics, ERP and etc
- Develop retail vision, strategy and plan to drive top-line growth and bottom-line profitability for a portfolio stores
- Determine brand/product feature together with each Brand Partner and translate into market requirements in coordination with marketing and VM teams
- Define key product positioning attributes and translate in sales, go-to-market and communications tools by working with marketing team
- Develop pricing models, policies and rate sheets for each brand together with Brand partners, finance and marketing team
- Close cooperation with Administration department, managing retail operations, staff, train, audit, inventory, security, loss & prevention
- Development of each new launch and opening, including head count, buying projections, pricing policy, etc

- To direct and control the all business operations
- Develop and execute the company's business strategies in order to attain the goals of the shareholders
- Provide strategic advice to the board and Chairperson so that they will have accurate view of the market and the company's future
- Prepare and implement comprehensive business plans to facilitate achievement by planning cost-effective operations and market development activities
- Preparation of annual reports and attending/presenting at board meetings
- Manage resources, including the attracting, hiring and retention of management personnel
- Ensure employees move in the same strategic direction to achieve its mission
- Create and report on business plans, monitoring its efficacy and progress
- Oversee the company's financial performance, investments and other business ventures
- Research and implement new initiatives to drive revenue, lower operating costs while maintain quality products that are competitive, all while delivery excellent customer support
- Continuous monitoring of the annual budget and ensure that revenue/sales targets are met
- Delegate responsibilities and supervise the work of executives providing guidance and motivation to drive maximum performance
- Analyze problematic situations and occurrences and provide solutions to ensure company survival and growth
- Building and enhancing the company's profile at events, speaking engagements, etc

Retail Supervisor

03/2021 to 12/2023

Blue Planet D (Pasha Holding)

- Offer consultation and recommendations to store managers on overcoming operations challenges
- Monitor sales and work toward meeting quarterly objectives
- Minimize cost and labor by reviewing schedules and inventory use
- Visit stores to evaluate operations, cleanliness and efficiency of each area
- Evaluating existing operations and developing appropriate strategies
- Recruit, hire and train new managers in their direct area
- Creating and communicating sales targets at regular intervals
- Monitoring sales across stores to check that quotas are met
- Detecting, investigating, and remedying discrepancies in sales across stores, if required
- Setting and implementing performance standards across all stores
- Ensuring that employees observe company protocols
- Informing your manager of progress and pitfalls on a regular basis
- Provide leadership to the store team, implement, and follow Blue Planet standards for the store, and inspire the team to achieve it
- Take action to maximize store efficiency and business focus and achieve the store's highest profitability
- Supporting performance and growth through excellent operational and commercial implementation
- Creating great customer service and satisfaction
- Establishing and maintaining store layout and visual display standards in accordance with corporate standards
- Achieving the given sales targets, efficiency/m2 and profitability targets
- Forcing team members to do their best
- Achievement of agreed/given Internal Audit Performance (strategy in line with Pasha Holding values)

Staff trainer

08/2021 to 03/2022

Blue Planet D (Pasha Holding)

- Ensuring that the team understands that the organization's profits are reflected in all its retail operations and activities
- Contribute to the efficient running of the team and organization as a whole
- Evaluate employee performance to gauge where skills are lacking
- Create training programs to address skill gaps in employees
- Prepare learning materials for programs
- Manage the development, performance, and maintenance of the retail operations of the organization, to produce efficient operations and delivery solutions, maximizing performance and profitability against pre-agreed targets
- Develop onboarding programs for new employees
- Conduct surveys to gauge the effectiveness of programs
- Research new teaching methods

Branch Manager

01/2015 to 01/2021

Starbucks Company

- Organizing the maintenance of discipline among employees
- Staff trainings
- Preparation of daily work shifts
- Preparation and submission of annual branch budgets for approval
- Preparation and approval of monthly and annual budgets by senior managers
- Making SWOT analysis
- Preparation and control of orders for branches
- Seeking and following up the problems of employees with salary problems
- Taking control P&L (With line)

Personnel officer

01/2015 to 12/2015

Renaissance construction – Baku

Assistant chief of Personnel, Finance officer

01/2014 to 12/2014

Renaissance construction – Moscow

- I started to work as assistant personnel chief
- Inclusion of new employees in the system
- Continuity control of construction site works
- I started to work in the finance department between 01.09.2014 - 01.12.2014 as a finance officer
- Salary distribution of personnel
- Checking Payroll and distributed salaries in the system
- Checking and maintaining the accuracy of money in the safe

Finance officer

01/2012 to 12/2014

Magic World Company

- Controlling the company's budget
- Submission of quarterly and annual reports
- Calculation of employees' salaries

Intern

01/2009 to 12/2009

Bank of baku

Intern

01/2007 to 12/2007

Işık sığorta (Türkiye)

01/2010

- **Retail Management: Merchandising, Sales and Customer Communications** (Alison, 2022)
- **Project Management Foundations: Ethics, Risk, Schedules** (PMI, 2023)
- **Optimizing Your Work with Microsoft 365** (Microsoft, 2023)