Sheikh Farooq Ahmad

**E- mail: SheikhFarooq227@yahoo.com**

**Contact details: +966545391362**

Dear Sir/Mam Greetings

As an experienced General Manager with a history and background in the hospitality industry. When reviewing the position requirements and your organization’s website, I was excited to find that my qualifications & personal strengths align with your needs and mission. With more than 22 years of hotel operations experience with renewed international hotel chains like Starwood, InterContinental, Wyndham in India and Saudi Arabia. I am prepared to significantly contribute to your goals in this role.

My background includes leading operations, teams and processes to drive business and guest service success with highly regarded and established corporate business and resort hotels. From training and developing staff to overseeing P&L responsibilities and driving sales and marketing efforts, I excel at managing teams, propelling revenue enhancement.

I bring a comprehensive set of skills that I believe will be valuable to your organization. As an engaging communicator with a proven track recording Training and Development, HR Management, Customer Services, my focus on building strong professional relationships has been a beneficial asset throughout my career.

I would appreciate the opportunity to be interviewed at your earliest convenience. I’m eager to discuss how my personality and background fits for a suitable role. My preferences and experiences are in the following positions:

* General Manager
* Hotel Manager
* Director of Operations
* Operations Manager
* Resident manager
* Director Of F&B
* Human Resources

Currently I am working with Habitat Hotel with 361 All Suites rooms hotel, with 14 Meeting rooms, Crew, club lounges, Game rooms & Huge Banqueting.

Thank you for your time and consideration of my candidacy.

Best Regards

Sheikh Farooq Ahmad

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**Objective**

Seeking A challenging position within an international/ national Competitive Hospitality environment as General Manager.

**Summary:**

An energetic, dynamic, outgoing professional, having a relentless drive to deliver more than just results with experience spanning over 18 years in the hospitality industry with international brands like **Starwoods,IHG & Wyndham Hotels**. Hands on hotel operations management, revenue management, cost containment, P&L analysis, hotel computer systems set up, developing & implementing SOPs, menu planning, renovation, franchise conversions, trainings.  
  
Having a track record of effectively leading and managing all aspects of a hotel / resort, and of making the guests feels cared for, valued, and respected. As a true hand on leader and team player, I am not afraid to jump in and assist wherever I am needed, and will do everything I can to deliver results that will contribute to the overall mission and success of a business.  
  
Possess an analytical and expedient approach to problem solving which always results in a win/win resolution for all parties. Have self-assurance that enables goals to be achieved, and constantly looking to introduce new products and services that will meet the needs of tomorrow's savvy global travelers.  
  
**Operations Management**: Pre & Post Opening Hospitality (Hotel / Resort) Management; Multi-site Operations  
  
**Staff Development: Hiring / Recruiting**; Coaching & Training; Empowerment / Motivation; Talent Optimization; Team and Man Management  
  
**Customer Service:** Quality Assurance; Guest Satisfaction; Customer Retention; Increased Occupancy  
  
**P&L Management**: Asset Management; Budget Management; Cost Controls(Labor, F&B); Strategic Planning  
  
**Sales Management**: Sales Promotion; Marketing; Branding & Re-branding; Media & PR To secure a challenging position in a dynamic organization that offers a career where my abilities can be utilized and provides an opportunity for self-development in conjunction with the growth and development of the organization.

**Work Experience:**

**General Manager**

**Hotel Habitat Al Suites**

**Mar 2019 to Present**

As General Manager, overseen the **361** luxury Suites 5 star property with 4

F&B Outlets, 3 Banquet Halls, 17 Meeting Rooms & Steered complete

Hotel operations as per the specified Key Performance   
 develop a pre-opening strategy within the company guide lines.   
 Planned & organized business & marketing plans to promote business for

The rooms & F&B division .   
 Managed budgets & financial plans as well as controlled expenditure.  
 Analyzed sales figures and devised appropriate marketing and revenue

Management Strategies  
 Ensured compliance with licensing laws as well as health, safety and other

Statutory

Regulations  
 Maintained all relevant statistical and financial records.  
 Handled recruiting, training and monitored staff performance.

**General Manager**

**Dyar Hotels & Resorts (Franchise of Novotel & MERCURE)**

**Oct 2017 to March 2019**

**•**Overlooking the short and long-term planning and day-to-day operations of a 150-room property of 192 rooms, &76 Suites, located in the cornice area of Jeddah

**•**Financial analysis, performance tracking and ongoing review of all data and documents such as revenue management data, forecast and profit and loss statements.

**•**Regular reviews with all hotels to discuss monthly data and the strategies to improve performance

**•**Responsible for contract services, including assisting in negotiations, renewals, supervision and termination

**•**Negotiation of outside contracts (vendors, retail leases, service contracts) for optimal returns to ownership

**•**Supervising the preparation and monitoring of the annual **•**Hotel achievements: renovating 1 hotel floor, opening of coffee shop, negotiation with the Union early retirement of 10 members of staff leading to significant reduction of labor cost, increase of ADR and occupancy from 2017 till 2018.

**Hotel Manager**

**Ramada Saudi Arabia– Wyndham Hotels Worldwide**

**April 2011 – Oct.2017 – Different Properties (Ramada Al Hada & Ramada Hafr Al Batin)**

**•** Overlooked the short and long-term planning and day-to-day operations of a 150-room property with three food and beverage outlets and conference facilities.

**•** Recommended the hotel’s budget, marketing and strategic business plans.

**•** Led the hotel’s executive committee and indirect supervision of roughly 100 team members.

**•** Responsible for the overall satisfaction and achievement of the hotel’s goals. Achievements:

**•** Re-positioned the hotel from a luxury property to a contemporary lifestyle hotel. **•** Maximized the property by creating artistic marketing events such as pop up art galleries and lobby fashion events.

**•** Generated new revenue sources through the addition of a retail shop and a new tour

**•** Championed preventative maintenance for guest rooms within budget.

**Hotel Operation Manager & sales in charge**

**Confident group of hotels**

**Oct 2010 – Mar 2012–**

**•**Assisting the Area General Manager to run the hotel.

**•**Financial matters of the hotel including budget forecasting and control and training staff to correctly deal with the financial side of customer service.

**•**Setting a good example of service excellence to those under his authority.

**•**Training staff to meet service standard requirements.

**•**Preparing and carrying out detailed marketing and sales plans.

**•**Dealing with potential security problems and safety hazards.

**Food & Beverage Manager**

**InterContinental Hotel Group**

**November 1998 – September 2010– Saudi Arabia & India**

**•**Training staff to meet service standard requirements.

**•**Preparing and carrying out detailed marketing and sales plans.

**•**Dealing with potential security problems and safety hazards.

**•**Resolving on-site issues at the hotel (relating to guests, employees or the property) among many other duties

**•**Establishes, maintains and develops departmental goals and objective

**•**Reviews, implements and develops departmental policies and procedures.

**•**Ensure full compliance of wide policies and procedures.

**•**Establishes, Maintains and develops departmental budgets (As required).

**•**Prepares, completes and submits departmental income and expenditure reports.

**•**Ensure food service personnel perform duties in accordance with established job descriptions for the designated positions.

**•**Conduct interviews, selects, train food service personnel.

**•**Recommendations on staffing levels to ensure operational requirements are satisfied at all levels.

**•**Establishes effective control for food service personnel files and the information contained therein

**•**Implement, maintain and develop effective training program for food service personal in line with operational requirements.

**•**Approve leave requests of food service personnel.

Establishes and maintains good customer and employee relations at all times.

**•**Maintains and develops effective controls for the all food service inventories.

**•**Conducts staff meetings, management meetings and allows and accompanies surveys inspection as assigned, ensuring relevant information is passed on to the sub ordinate staff.

**•**Maintains and develops training programs for food service personnel.

**•**Coordinates with the interview of new staff for hire and will conduct interview outside the kingdom (as required).

**•**Reports to me Food and beverage Manager, Banquet manager, Executive chef, hygiene manager and other staff

**•**Controls of all food service and non food service purchasing system

**•**Work with all the members of the team to make the outlet menus.

**•**Control of all the f & b service hygiene plans as per HACCP

**Trainee Captain**

**Starwood Hotels & Resorts**

**1997 – 1998 - New Delhi India/Srinagar**

**•**Assisting the manager in general day to day operations mainly guest services and restaurant management

**•**Ensuring cleanliness of the guest rooms and assists in reporting any deviations from the hotel management manual.

Academic and professional qualifications:

Degree in Hotel Management and Catering Technologies (HMCT)

National Council for Hotel Management and Catering Technology, PUSA New Delhi, India (1994-1998)

PRINCIPAL SUBJECTS: Food production management, Food & Beverage service operations, economics, hotel management, hotel marketing, Computer applications, Hotel accounting, Catering, communications, food science and nutrition, Front office operation, Sales and Marketing ,Rooms division management, and human resources management.

**Merits and appreciation:**

**•**Received letter of appreciation from directorate general, Doordarshan Broadcasting House, Parliament Street for organizing food and restaurant services for inaugural event of ‘kashir’ channel in Srinagar.

**•**Was appreciated and awarded by Dr Raj Khuba and Dr Asha Khuba, both American diplomats for board of dermatology and pathology in India for excellent hotel services at Grand Oberoi, Srinagar (now known as Inter-Continental Hotel).

**•**Received appreciation certificate for organizing event at Grand Oberio, Srinagar for Dr G.Q Allaqband, on behalf of Dr Ali Jan memorial international multi-disciplinary CME program sponsored by British –Kashmir Medical Association.

**•**Was promoted as Assistant Food and Beverage manager after first year of service as Guest relation manger and back up restaurant manager for efficient customer delight and personalized services to the high net worth and elite customers from all over the world.

**Projects and Training:**

**•**Attended training and participated in ‘All India Chefs’ Competition’, Goa organized by National council for Hotel management and catering technologies, New Delhi India.

**•**Attended 6 months industrial training at Taj Palace, Inter-Continental Hotel, and New Delhi with main focus on Food and beverage service, day to day operations of hotels, growth of hospitality sector in India and so on.

**•**Completed project on ‘high occupancy of hotels in Srinagar during summer’.

**•**Completed training on First Aid Procedure and Fire Fighting and Prevention.

**•**Presented workshop on dietary baking for the trainees during my tenure in Grand Intercontinental Srinagar.

**Personal Profile**

Date of Birth : 02.02.1973

Gender : Male

Languages Known : English, Urdu and Kashmiri

Marital status : Married

Nationality : Indian- Kashmiri

Driving License: GCC valid License

Reference: 1 Reference: 2

Mr. Ronnie Ranadeera Mr.mohamed Younus Kiswani

General Manager General Manager

Ramada Riyadh Ramada Madina – Kiblah & Hamra

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