Name: **Toufic Khattar**

Address: Abu Dhabi, UAE )

Telephone (M) +971 56 374 3696

Email: [toufic.khattar@gmail.com](mailto:toufic.khattar@gmail.com)

Availability: By Arrangement

**PROFILE**

Highly motivated and pragmatic Executive Manager, with a proven history of delivering first-class results in the hospitality industry in the UAE and internationally. A strong and dedicated senior management professional with astute budgetary management experience; possesses exceptional business acumen; able to identify opportunities, create solutions, and implement strategies to promote efficiency and growth.

A confident and proactive strategic management professional, with the ability to negotiate and influence business decisions, ensuring partnerships can be formed and maintained, whilst achieving company objectives . Has an excellent capacity for pioneering and creating innovative methods for the delivering food and beverage services. Passionate about delivering results and achieving company targets, and thrives in highly pressurised and challenging working environments.

**KEY SKILLS & EXPERTISE**

* **Food and Beverage Management:** Has extensive experience in the fields of hotel and hospitality management with over 22 years of industry experience, with a full understanding of Food Hygiene, Health & Safety legislation.
* **Senior Management and Leadership:** Extensive experience working at a senior management level in the food and beverage sector. Commands sound business acumen; able to identify opportunities, implement strategies and ensure company objectives are consistently met. Has proven ability of working at both strategic and operational level.
* **Training and Development:** Committed to promoting development in the workplace; fully adept at developing and delivering training programmes for managers and staff.
* **Budgetary Management:** Responsible for setting and managing $multi-million budgets.
* **Strategic Problem Solving and Planning:** Innovative and strategic planner with astute problem-solving skills. Able to successfully formulate solutions and strategies to ensure company objectives are met.
* **Communication and Interpersonal Skills:** Commands exceptional negotiation and relationship management skills.
* **IT and Technical Skills:** Fully proficient in Microsoft Office including Excel; Microsoft Windows 97; and Micros and Fidelio Software for Hotel Management.
* **Languages:** Arabic-Fluent; English-Fluent; French-Fluent.

**PROFESSIONAL EXPERIENCE**

Dec 2018 – Till present **Cluster Director Food and Beverage**  Park Rotana& Park Arjaan Hotel

**Key Responsibilities**

* Assess the operational and financial performance of each outlet
* Develop a detailed business plan and operational/financial forecast for the complex
* Identify and implement operational improvements to achieve revenue growth and margin improvement across the hotel restaurants with close supervision of the Managers of each outlet
* Assess and identify/implement changes as required, including recruitment and implementation of new policies and procedures, as appropriate with coordination of the General Manager.
* Establish and implement appropriate performance plans, consistent with meeting the managers
* Lead senior operational decision making, including suppliers, Rotana Corporate office and other third parties
* Implement the all-standard operations procedures and trainings across the outlets
* Provide guidance and advice to the General Manage in relation to strategic matters and provide assistance with maximizing the revenues; and additional avenues for the profitable growth of the Complex
* Develop Marketing Plan in accordance to the brand guideline and implement them for all outlets.

Nov. 2016 – Feb. 2018 **Managing Director/Owner** Foresights Consultancy, Dubai

**Key Responsibilities**

* Concept Creation work with the clients on concept creation and development of the F&B Restaurant with the vision to create new & original concepts.
* Location Analysis: In combination to the market research, concepts, finding the correct location is at the at most importance and we negotiate on client behalf the lease contracts to deliver the best lease rates in the market
* Interior Design: Ambience & operations are the focus of the restaurant success; a good-looking restaurant that is well developed it is the ultimate goal objective. My expertise will ensure that the layout, restaurant design and fit out is planned with the local and international standard of hygiene and municipal guidelines. Safety standards and approvals are sourced in advance to smooth construction and operations
* Kitchen Design: With years of Experience in designing production spaces consistent with the business model in order to maximise usage for each square food, enabling an effective operational workflow.
* Menu Engineering Create a well-balanced menu engineered to the market requirements in order to ensure the products are marketable, cost effective and able to be implemented during the business service.
* Feasibility Study: Work on developing the restaurant budget however big or small, controlling contribution by determining the type of F&B concept that can be best generated, the study will show what will be exactly the unit cost, how it will generate profits, return expected over the periods of time, how it will survive and then significantly grow into multi restaurants.
* Human Resource: Hiring & Trainings According to the concept we work on developing the policies and procedures along with the Standard operational procedures, (SOP’s) in which we train the team to be ready to open the restaurant to ensure that the customers receives the same high standard of experience every time.
* Marketing: We develop the marketing plan that brings the brand visibilities in the Market through all marketing channels such Social Media, website development in addition to the promotional plan.

Dec 2014 – Nov. 2016 **Chief Operating Officer** Rmal Hospitality, Dubai

**Key Responsibilities**

* Assess the operational and financial performance of each outlet for the RMAL Brands (Wagamama, Trader Vic’s, Marco Pierre White and Ten Street)
* Develop a detailed business plan and operational/financial forecast for the RMAL Brands and RMAL Group
* Identify and implement operational improvements to achieve revenue growth and margin improvement across the RMAL Brands with close supervision of the GMs of each outlet
* Assess the RMAL corporate/centralized function and identify/implement changes as required, including recruitment and implementation of new policies and procedures, as appropriate
* Establish and implement appropriate performance plans for RMAL staff, consistent with meeting the board’s objectives
* Lead senior operational decision making, including with brand owners, suppliers, landlords and other third parties
* Implement the terms of the franchise/licensing agreements with brand owners to ensure compliance with their terms and to maximize the outcomes for RMAL
* Provide guidance and advice to the board in relation to strategic matters and provide assistance with maximizing the value of the MPW investment; and additional avenues for the profitable growth of RMAL
* Develop Rmal Marketing Plan in accordance to the brand guideline.
* Owner representative for Fairmont Bab El Bahr Abu Dhabi

Jan 2013 – Dec. 2014 **General Manager-Food & Beverage** Everest Hospitality and Catering, Dubai

**Key Responsibilities:**

* Set up and manage the business, which included creating the company profile and logo.
* Developed and manage the opening budget for the company.
* Recruited top corporate managers, and obtained several franchises worldwide including the UK and the USA.
* Obtained a new Master Developer Brand (AngelBerry) for the Gulf Region and had first refusal right for Mena region.
* Awarded the rights to open in the UAE an upper casual dining restaurant from Italy.
* Created new concepts for the company including a Lebanese modern concept, fast food concept and a sweet shop.

Jul 2010 – Jan 2013 **Operation Brands Director** Food & Beverage HDC, Doha, Qatar

**Key Responsibilities:**

* Managed operations for 10 outlets in Doha including several international joint venture franchises: Liza (Paris); Pampano (New York); Megu (New York); Burj al Hamam (Beirut); and Al Tabkha (Beirut), including assisting in the negotiation of new franchise agreements.
* Recruited, managed and trained 20 Managers and 250 line staff including implementing a staff incentive scheme.
* Developed a business plan and market penetration strategy for a banquet facility with a capacity of 2000 guests.
* Assisted the Development Team in the planning, design and fitting of the new outlets.
* Developed and implemented sales and marketing strategies for brands.
* Oversaw finances including monthly and annual budgeting, cost control and analysis of financial reports.
* Coordinated with ICT Department to implement a comprehensive back end and front of house system, as well as an integrated CRM solution.
* Handled all aspects of quality control and quality assurance including monitoring hygiene and safety.
* Liaised regularly with local authorities and municipality.
* Ensured consistently high levels of customer service were provided and maintained relationships.
* Implemented SOPs across the group.

**Key Achievements:**

* Several outlets received awards under my management. These included: Megu-‘Best Interior Design’ award by the Bloomberg Arabian Property Awards; Tse Yang-‘Best Chinese Restaurant in town’ by Time Out magazine; and Pampano-‘Best Mexican Fine Dining Restaurant’ and ‘Best Mexican food in town’ by Time Out magazine.

Oct 2007 – Jul 2010 **Food and Beverage Director** La Cigale Hotel, Doha, Qatar

**Key Responsibilities:**

* Project managed the set up and opening of this leading 5 star\* luxury hotels with 240 suites and several retail outlets.
* Set up and opened 10 outlets including three bars and five restaurants, as well as a banqueting facility.
* Implemented an outside catering VIP facility for the Royal family, government ministries and oil and gas companies.
* Managed a team of 540 employees including 30 Managers.
* Controlled and set operating budgets of the food and beverage department.
* Designed and implemented a training programme for staff prior to hotel opening, including induction training for new employees in conjunction with an outside training management company.
* Prepared detailed reports on the food and beverage department to business owners.

Jun 2006 – Oct 2007 **Food and Beverage Manager** Diplomatic Resort, Doha, Qatar

**Key Responsibilities:**

* Managed a team of 15 Managers and 240 staff.
* Reported directly to the CEO and managed the restaurant, bar and banqueting division.
* Created and implemented training programmes for all restaurant managers.
* Introduced necessary computing and logistical tools to ensure smooth running of operations.
* Prepared and implemented SOPs for all outlets.

**Key Achievements:**

* Improved standards and set management goals to ensure food and beverage and labour costs were under control, resulting in a reduction of operating costs and an increase G.O.P from 45% to 65%.
* Achieved a reduction in operating costs of 5% and increase in revenues above budget.

Dec 2005 – May 2006 **Food and Beverage Director-Contractor** Accor Sofitel, Sudan

**Key Responsibilities:**

* Oversaw a 5 star\* luxury hotel project with 70 villas of 600 sq. metres each.
* Managed a team of 10 Managers and 180 employees.
* Assessed market developments and provide recommendations for present and future hotel occupancy.
* Introduced four outlets with a banqueting and convention facility as well as outside catering, in order to cater for the 57 Presidents and their entourage.
* Developed and controlled the budget for the food and beverage department and villas ($12 million per annum).
* Handled all recruitment of food and beverage staff in coordination with the HR Department.
* Created and implemented training plans for all staff.
* Coordinated all activities on site including planning events.

**Early employment**

May 2003 – Dec 2005 **Assistant Food & Beverage Manager** Conference Centre, Crown Plaza, Bahrain

**2002 – 2003 Assistant Food & Beverage Manager Beach Rotana Hotel & Towers, Abu Dhabi**

**1999 – 2002 Banquet and Conference Manager Beach Rotana Hotel & Towers, Abu Dhabi**

**1997 – 1999 Heroes Dinners’ Manager Crown Plaza, Abu Dhabi**

**1996 – 1997 Outlet Manager** La Piazza at the Holiday Inn, Abu Dhabi

**1992 – 1996 Outlet Manager** Societe d’Exploitation et de Promotion Touristique, France

**EDUCATION AND PROFESSIONAL QUALIFICATIONS**

**2009 – 2014 MBA in International Business Administration University of Wales, UK**

**1984 – 1989 High School Diploma Pierce College CA. USA**

**1991 – 1992 French Language Certificate Alliance Française, France**

Professional Training Courses

Food and Beverage Management

Food and Beverage Trends in the New Millennium

Level 3 Food Hygiene Certificate HACCP

Developing Productivity and Efficiency

Change Management Training

Project Management Training

Instructor Techniques

Interaction Management

Sales Techniques Model One

Make it Happen

Neuro-Linguistic Programming (NLP) Training