

CONTACT

✉ alidib44@gmail.com

☎ +971522212288

📍 Location: UAE, Dubai, Al Jadaf

CORE COMPETENCIES

- Strategic Planning
- General Management
- F&B Operations
- Catering Operations
- Contract Administration
- Cleaning and Pest Control
- Revenue Growth
- New Market Development
- Budgeting and Cost Control
- Client Acquisition and Retention
- Operational Efficiency
- Sustainability Management
- H&S Compliance
- Quality Assurance
- Technology Implementation
- Financial Stewardship
- Client Feedback
- Client Engagement
- Team Management
- Influential Leadership

MEMBERSHIPS

- A Senior Member of the Syrian Culinary Guild
- A Senior Member of Emirates Culinary Guild

ACADEMIC CREDENTIALS

- SBS Global Master of Business Administration, MBA undergraduate, Sharjah UAE
- Six Sigma (Green belt)
- Faculty of Hospitality Management (Art of Culinary)
- Upper Secondary Education USE, G-12, High School, Syria
- CHRM, CHRP, UAE Labor Law- Dubai
- Contract Management- UAE, Dubai
- Professional Photographer, at SAE Institute Dubai
- Graphic Designer, at SAE Institute Dubai

TECHNICAL PROFICIENCY

- Advanced user of Microsoft office
- Micros POS system
- E-mail and Internet applications
- My Inventory
- Menu Logistic (Patient Food Service Platform)

COURSES

- F & B Operation Management
- Purchasing
- Menu Engineering
- Business Start-Up
- Cost Control
- ISO 22000 Internal Auditor
- Reporting & Documentation

ALI SALIM DIB – CHRM, CHRP, MBA, SSYG

OPERATIONS MANAGEMENT, BUSINESS DEVELOPMENT



PROFILE SUMMARY

- **An Accomplished Leader with over 27 years of experience** in managing business operations, driving profits with ethics and integrity, exceeding stakeholder returns, propelling change, and business decision-making within the organization.
- **Demonstrated proficiency** in elevating profit margins, enhancing service quality, and maintaining high compliance standards by effectively spearheading hospitality operations and housekeeping operations. A talent for inspiring teams to achieve and exceed their potential in a dynamic and ever-evolving business landscape.
- **Possesses a cohesive set of competencies** in leading business operations to breakthrough operational, revenue success, profitable stakeholder engagements, turning around performance, growing efficiencies, and bolstering growth.
- **Distinguished career** in monitoring and optimizing catering, cleaning, and pest control functions to exceed expectations and industry standards while developing high-performing teams, executing cost-saving strategies, and delivering exceptional customer service.

KEY ACHIEVEMENTS

- Established and managed an efficient team for expanding operations.
- Pivotaly spearheaded the Weekly P&L for cost and profit tracking.
- Carried out the semi-annual menu engineering.
- Accomplished the set targets consistently.

EMPLOYMENT OUTLINE

March 2024– Present: Fassco Catering Service, Abu Dhabi, UAE Operation Director, Healthcare Sector, Mubadala M42, CCAD, Amana Village Long Term Care, Danat Al Emarat, Health Point Hospitals.

- **Strategic Direction:** Develop and execute business strategies that align with both short-term and long-term organizational goals, ensuring sustainable growth and financial health.
- **Operational Oversight:** Direct daily operations, overseeing resource allocation, catering, and adherence to health and safety standards, including cleaning and pest control. Focus on aligning all activities with business targets and ensuring operational efficiency.
- **Business Expansion:** Identify new business opportunities to increase market share, drive revenue, and diversify service offerings. Lead business growth initiatives to expand service portfolios.
- **Market Development:** Analyze and target new market opportunities, creating strategies to enter new markets, particularly within export sectors, to expand the company's footprint.
- **Financial Responsibility (P&L):** Manage the organization's Profit & Loss, identifying revenue-generating opportunities and minimizing operational costs to optimize profitability.
- **Competitive Analysis:** Continuously monitor competitors to inform pricing strategies, business decisions, and forward-looking plans.
- **Healthcare Services Management:** Oversee healthcare operations to ensure patient satisfaction and service excellence. Ensure all service levels meet or exceed both patient and financial objectives through efficient team management.
- **Financial Leadership:** Lead financial planning, budget creation, and cash flow management to ensure the organization's financial stability and risk management.
- **Client Relationship Management:** Foster strong relationships with clients, ensuring their needs are met through excellent service delivery and timely contract renewals.
- **Contract Management:** Oversee and negotiate catering contracts, consistently ensuring the delivery of high-quality food at cost-effective rates. Implement contract renewals to secure business sustainability.
- **Food & Beverage Leadership:** Provide strategic direction to the Food & Beverage teams, upholding high service and food quality standards across the business.
- **Talent Acquisition:** Lead recruitment and training efforts, ensuring that staffing aligns with operational requirements and business growth plans.
- **Financial Stewardship:** Achieve financial targets and manage KPIs through strict financial controls. Review and manage operational budgets with a focus on both revenue and capital costs.

- **Debt and Labour Management:** Handle overall debt management while adhering to contractual guidelines. Optimize workforce utilization and ensure efficient labor operations, minimizing overtime and managing leave effectively.
- **Health & Safety Compliance:** Spearhead health and safety initiatives aimed at reducing workplace incidents year over year, ensuring compliance with all safety standards.
- **Change Management:** Lead the implementation of new technologies, processes, and systems to enhance competitiveness and operational effectiveness in a rapidly changing market.
- **Team Leadership:** Recruit, mentor, and manage high-performing teams in alignment with the company's values and culture, fostering a collaborative work environment.

**May 2022 –Jan 2024: National Corporation for Tourism & Hotel Abu Dhabi, UAE
General Manager, Healthcare Sector NCT&H (SSMC Hospital-Abu Dhabi, UAEU
University- Al Ain)**

Key Deliverables:

- **Strategic Planning:** Create and implement business strategies aligning with short-term and long-term objectives to grow, thrive, and maintain a healthy financial position within the industry.
- **Operations Management:** Ensure smooth day-to-day operations, including managing resources, overseeing catering, and ensuring compliance with health and safety regulations through cleaning and pest control with a focus on meeting business objectives.
- **Business Development:** Tap on new business opportunities to expand the market share, grow revenue, and diversify the business.
- **New Market Development:** Discover and penetrate the potential new export markets, ideate the market-entry tactics, and develop a presence within the export market to grow the business.
- **P&L Responsibility:** Play a stellar role in pinpointing and capitalizing on untapped business opportunities for optimal revenue growth and profits.
- **Market Analysis:** Responsible for overseeing and staying abreast of the competition's moves to assist in strategic planning, decision-making, and pricing.
- **Healthcare Operations:** Lead the healthcare operations to achieve patient satisfaction and quality service while meeting/exceeding financial objectives. Direct a team that delivers top-quality, prompt, accurate, personalized service to all the patients.
- **Financial Stewardship:** Oversee the financial health, including budgeting, financial planning, and ensuring cash flow for driving financial gains and managing financial risks.
- **Relationship Management:** Cultivate and nurture robust client relationships.
- **Catering Contract:** Oversee, renew, and negotiate the catering contract to always ensure high-quality food at lower costs.
- **Food & Beverage:** Provide leadership to the Food & Beverage team, setting high standards. Ensure food and service quality met expectations.
- **Staff Recruitment:** Manage staff recruitment and training as per contract needs.
- **Financial Stewardship:** Achieve financial targets and monitored KPIs with stringent financial control. Prepare and review operational budgets, focusing on revenue and capital costs.
- **Debt Management:** Drive efforts in handling the overall debt within contractual boundaries and met labour management goals.
- **Labour Operations:** Contribute to optimising labour utilization, minimizing premium overtime and leave disruptions.
- **Health and Safety Management:** Entrust with the accountability of leading the health and safety initiatives, aiming for reduced accidents YOY.

- **Change Management:** Drive the adoption of new technologies, systems, or processes to remain competitive in the market.
- **Team Leadership:** Recruit and manage a top-performing team in line with company culture.

**Mar 2017 – Apr 2022: ADNHCompass (Abu Dhabi National Hotel) Dubai, UAE as Senior Operation Manager, Healthcare Sector
(Catering, Housekeeping, Pest Control & Laundry)**

Key Deliverables:

- Managed various catering and support services functions.
- Analysed and streamlined operations and procedures.
- Conducted routine inspections of housekeeping areas.
- Ensured service standards compliance.
- Maintained an 86% customer satisfaction rate through bi-annual surveys.
- Addressed guest comments and built positive guest relationships.
- Controlled departmental costs and expenses through monthly action plans.
- Managed stock control, equipment assets, and payroll.

- Coordinated hygiene training and legal certifications.
- Budgeted and reported on cluster expenses.
- Monitored and enhanced food service quality.
- Implemented food safety protocols and managed food requisitions.
- Maintained proper documentation and records.
- Ensured staff had defined roles and responsibilities.
- Supplied resources for quality, safety, and environmental management.
- Implemented HSEQ policies and procedures.
- Monitored and improved HSEQ performance.
- Participated in safety issue resolution and incident reporting.
- Engaged in HSEQ steering team meetings.
- Facilitated employee consultation on HSEQ matters.
- Initiated actions for HSEQ performance enhancement.

Oct 2012 – Nov 2016: Al Zahra Private Hospital Dubai, UAE as Catering & Food Service Manager/Executive Chef

Key Deliverables:

- Oversaw kitchen operations, inpatient food service, and catering.
- Ensured kitchen cleanliness and compliance with health regulations.
- Adhered to kitchen regulations and maximized food revenue.
- Coordinated operations efficiently.
- Supervised and maintained high-quality standards.
- Conducted staff interviews, recruitment, and training.
- Prepared operations and training manuals.
- Planned, organized, and developed food and beverage services.
- Set and managed budgets while monitoring quality standards.
- Oversaw facility management, event bookings, and resource allocation.
- Planned and executed promotions and contributed to business development.
- Addressed staffing and client-related issues. Stayed updated on industry trends, menus, consumer preferences, and management advancements.
- Demonstrated leadership and managed staff performance.
- Built and led an efficient team.

PRIOR WORK HISTORY

Nov 2005 – 2010: Bin Hendi Enterprises, Dubai, UAE (Joe's Café'), (Bella Dona), (Japengo), (Café Havana) as Kitchen Manager

Nov 2010 – 2012: Bin Hendi Enterprises, Dubai, UAE as Restaurant Manager

Maintained a rigorous monitoring and control system for food and beverage inventories, achieving an impressive inventory ratio record of 35%.

Mar – Oct 2005: Dish Dash, Dubai, UAE as Business Start-up Manager

May 2003 – Jan 2005: L'Odeon Restaurant & Cafe', Damascus, Syria, as Head Chef

Jan 2001 – Feb 2003: Friends Restaurant & cafe, Damascus, Syria as Assistant Chef

Jun 1998 – Dec 2000: Mashta L Helu Resort, Tartus, Syria as Executive Sous Chef

Jun 1998 – Dec 2000: Mashta L Helu Resort, Tartus, Syria as Sous Chef

PERSONAL DOSSIER

Date of Birth: 20th Aug 1977 | **Citizenship:** Syrian | **Languages Known:** English, Arabic, and Reading French