

Abdel Rehim Hassanein

Director of Operations

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Dynamic and results driven Operations Leader with over 20 years of experience in optimizing profitability, driving sales growth, and leading operational excellence in the food and beverages (F&B) industry. Expert in Profit and loss (P&L) management, supply chain optimization, and strategic planning. Proven success in multi-branch expansions, team building, and achieving customer satisfaction across Egypt and Gulf Cooperation Council (GCC) region. Recognized for delivering consistent results and earning multiple industry awards.

Work Experience

Director of Operations

Mini for Trading – Mini melts, Egypt | Jul 2023 - Oct 2024

- Managed operations for 12 branches with 230 employees. Achieving significant operational efficiency.
- Spearhead expansions, opening 13 permanent outlets and 14 seasonal locations along the North Coast.
- Streamlined supply chain operations, leveraged ERP systems to enhance profitability
- Maintained strict Profit and Loss (P&L) control, achieving cost reductions despite global economic challenges.

Head of Operations

Matana for Food Production Co. – Dina Farm Pie, Egypt | Jun 2021 - Jun 2023

- Directed operations for a Quick Service Restaurant (QSR) chain with 300 employees.
- Co-created and launched Dina Farm Pie, establishing it as a leading Egyptian brand.
- Achieved consistent market growth through innovative strategies and cost optimization initiatives.

Owner

Maro Burger Restaurant, Egypt | Jan 2019 - Apr 2021

- Oversaw all aspects of restaurant operations and delivery services.
- Developed and implemented Standard Operating Procedures (SOPs), to enhance customer experience and streamline workflows.

Operations Manager

Althiqa Co. – Shrimpy, Chicster, Bu Shanab, Kuwait | Sep 2017 - Oct 2018

- Supervised 25 restaurants with 500 employees, achieving a 26% sales increase, and 4.5% cost reduction.
- Expanded the brand's presence into Lebanon and UAE, driving international growth.
- Increased total sales by 19 % through the introduction of mobile food trucks for servicing events.

Operations Manager

FFS Olayan – Burger King, Texas Chicken, Egypt | Oct 2015 - Jun 2017

- Managed 25 branches with 400 employees, achieving a 23% ROI, and a 42% boost as home delivery share from total sales.
- Played a pivotal role in restaurant renovations and new outlet openings.

Operations Manager

Smiley's Grill, Egypt | Apr 2014 - Sept 2015

- Directed 8 branches with 150 employees, enhancing operational systems and inventory control.
- Achieved a 28% sales growth in 2014 by implementing process improvements.

Operations Manager

UFC- Abu Nayyan -Pizza Inn – Fresh Berry, KSA | Feb 2013 - Feb 2014

- Led operations for 15 branches with 200 employees, launching 6 Fresh Berry and 4 Pizza Inn outlets in different key regions.
- Achieved record catering sales during Hajj 2013, totaling SAR 218 K.

Regional Operations Manager

FFS Olayan – Burger King, UAE | Sep 2007 - Jun 2012

- Managed 14 branches with 280 employees, opening 6 new outlets in Northern Emirates regions, driving a 32 % share of total sales.
- Recognized with multiple Middle East and North Africa (MENA) awards for operational excellence and home delivery performance.

Operation Head Manager

Man foods – McDonald's, Egypt | Jan 1995 - Sep 2007

- Directed operations for 7 restaurants with 180 employees, spearheading expansions in the North Coast, contributing to 34 % as a share from annual total sales.
- Recognized for operational excellence and outstanding performance in home delivery services.

Education

Bachelors in Tourism & Hotels Administration

Faculty of Tourism & Hotels Management

Helwan University, Egypt | 1990

GPA: 4.0

Skills

Technical Skills

- Strategic Planning and Leadership
- Profit and Loss (P&L) Management
- Supply Chain Optimization
- ERP and Inventory Management Systems
- Process Improvement and SOP Development
- Cross-Functional Collaboration
- Business Expansion and Market Penetration

Soft Skills

- Team Building and Leadership Development
- Stakeholder Engagement
- Change Management and Agility
- Customer Satisfaction Enhancement

Certifications / Trainings

- **Advanced Operations Course** - Hamburger University | Chicago, USA.
 - **Breakthrough Thinking & Coaching Courses** - Coca cola Head Quarter, Egypt, UAE.
 - **Train The Trainer Certification** - McDonald's Egypt.
 - **Operation Consultant Course** – UAE.
- Additional Certifications:** Basic / Intermediate – Operations Management, Equipment Training, and Microsoft Skills.

Awards and Recognitions

- MENA Highest Sales Average-Burger King, UAE.
 - MENA Highest Restaurant Operation Income (ROI)-Burger King -Egypt.
 - MENA Best Home Delivery Comparable Sales - Burger King, Egypt.
 - Outstanding Profit Achievement- McDonald`s, Egypt.
 - Best Home Delivery Sales Performance - Burger King -UAE.
 - ME 1st cert. training restaurant & trainer- Burger King -UAE.
 - Manager of the year region award- McDonald`s- Egypt.
- Additional multiple regional awards** for operational excellence achievements.

Languages

- **Arabic:** Native
- **English:** Fluent
- **French:** Conversational