#### Heidi Fady Fekry

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With over 15 years of experience in Food and Beverages, driving growth strategies, forming strategic partnerships, and expanding market presence, my focus is on unlocking new revenue opportunities and building long-term value for the organization.

I specialize in identifying untapped markets, negotiating high-impact deals, and aligning business goals with client needs to deliver measurable outcomes. I'm passionate about fostering collaboration across teams and developing scalable solutions that support sustainable growth.

I'm always looking to connect with like-minded professionals who share a vision for innovation, excellence, and strategic growth."

## **Work Experience:**

- Business Development, Catering and Communication Director at M'oishi Egypt.
  ( February 2025 Current Job )
- Identify and pursue new B2B and B2C opportunities to increase brand reach and profitability.
- Build partnerships with malls, restaurants, supermarkets, companies and hospitality groups.
- Lead negotiations and close high-value distribution and licensing deals.
- Oversee market analysis and competitive benchmarking to support business strategy.
- Collaborate with marketing, operations, and product teams to align business goals.
- Track and report on KPIs related to growth, revenue, and partner performance.
- Represent the company at trade shows, networking events, and industry conferences.
- Head of Operations at M'oishi Egypt.

### ( March 2024 to February 2025 )

- Manage and supervise all restaurant operations to ensure smooth, efficient, and consistent performance.
- Develop and implement standard operating procedures (SOPs) to ensure quality, safety, and service standards are met.

- Conduct regular site visits to evaluate restaurant execution and performance.
- Team Management & Training:
- Lead, coach, and mentor restaurant managers and their teams.
- Oversee recruitment, onboarding, and ongoing training programs to ensure staff readiness and retention.
- Foster a culture of accountability, excellence, and guest satisfaction.
- Set and manage budgets, labor costs, food costs, and P&L targets for each outlet.
- Analyze financial data and KPIs to identify areas for cost control and revenue improvement.
- Ensure every location delivers a consistent and exceptional guest experience.
- Address customer complaints or operational issues swiftly and effectively.
- Support new store openings, including layout planning, staffing, and launch execution.
- Coordinate with suppliers, vendors, and external partners to support operations.

## Quality, Training and Customer Service Manager at El Sewedy Hospitality.

#### (July 2023 to March 2024)

- Develop and implement quality assurance protocols across all restaurant locations.
- Conduct routine audits on food safety, food quality, hygiene, and service standards.
- Ensure compliance with local food regulations and health department requirements.
- Collaborate with kitchen and service teams to identify gaps and implement corrective actions.
- Monitor supplier quality and food ingredient standards.
- Train staff on hygiene practices, food handling, and operational safety.
- Report findings to senior leadership and recommend improvements.
- Develop onboarding and continuous training programs for front-of-house and back-of-house teams.
- Conduct workshops on service etiquette, food safety, menu knowledge, and operational SOPs.
- Collaborate with department heads to identify training needs and performance gaps.
- Create training manuals and visual guides.
- Monitor training effectiveness through assessments, feedback, and KPIs.
- Support new store openings with pre-launch staff training and simulations.
- Promote a culture of learning, improvement, and growth across the company.
- Establish and maintain customer service standards across all branches.
- Manage and resolve customer complaints, escalations, and special requests.
- Implement feedback systems (e.g., surveys, reviews, mystery shopper audits ) to measure guest satisfaction.
- Train staff on communication, conflict resolution, and hospitality best practices.
- Collaborate with operations and marketing to enhance the guest experience.
- Track and analyze customer satisfaction KPIs and suggest improvements.
- Represent the voice of the customer in internal strategy meetings.

## Food and Beverage Operations Head at El Sewedy Hospitality.

#### (January 2022 to July 2023)

- Manage and optimize day-to-day F&B operations across all locations to ensure consistency, efficiency, and high performance.
- Implement and maintain standard operating procedures (SOPs) for food prep, service, hygiene, and safety.
- Ensure food and beverage offerings meet brand standards in presentation, taste, and consistency.
- Collaborate with chefs, R&D, and product teams on new menu development and seasonal offerings.
- Oversee food safety compliance, quality assurance audits, and hygiene inspections.
- Recruit, train, and lead F&B teams including outlet managers, chefs, and service staff.
- Build a culture of accountability, teamwork, and continuous learning.
- Conduct performance evaluations and implement professional development plans.
- Develop and manage departmental budgets, cost of goods sold (COGS), labor costs, and operational expenses.
- Analyze financial reports and operational KPIs to identify opportunities for cost savings and revenue growth.
- Champion excellent customer service across all dining and service points.
- Handle escalated customer issues and feedback to drive continuous improvement.
- Support new outlet openings and expansion projects, including site setup, staff training, and pre-launch readiness.

# Quality and Customer Service Manager at Crave and Qahwa Restaurants ( Touristic Investments Company ).

### (October 2018 to January 2022)

- Develop, implement, and maintain food quality and safety standards across all locations.
- Conduct regular audits and inspections to ensure hygiene, safety, and operational consistency.
- Monitor food preparation and presentation to align with company recipes and brand expectations.
- Ensure compliance with local health regulations, HACCP, and internal SOPs.
- Collaborate with kitchen and operations teams to resolve quality issues quickly and effectively.
- Train staff on quality control procedures, food safety, and best practices.
- Maintain documentation for audits, reports, and corrective actions.
- Develop and implement customer service policies and standards across all restaurants.
- Train and coach front-of-house staff on hospitality, communication, and handling feedback.
- Handle escalated complaints or special requests professionally and promptly.
- Monitor guest feedback through reviews, surveys, and social media.
- Collaborate with operations and training teams to align service delivery with brand goals.
- Track customer satisfaction KPIs and develop initiatives to enhance the guest experience.
- Create a guest-first culture through service recognition programs and incentives.

# <u>Customer Service Manager at Crave and Qahwa Restaurants (Touristic Investments Company ).</u>

## (April 2017 to September 2018)

- Develop and implement customer service standards and protocols across all restaurants.
- Monitor daily service performance to ensure consistency in greeting, service flow, problem resolution, and guest satisfaction.
- Handle escalated customer complaints and inquiries with professionalism, empathy, and efficiency.
- Train and coach front-of-house staff on service excellence, communication, and handling difficult situations.
- Conduct roleplay sessions, workshops, and refreshers on hospitality and guest recovery.
- Track and analyze customer feedback from reviews, surveys, and social media.
- Identify trends, areas of improvement, and root causes of recurring service issues.
- Collaborate with kitchen and operations teams to solve guest-related challenges proactively.
- Establish clear service SOPs and customer care guidelines.
- Design and implement customer loyalty or satisfaction tracking tools where needed.
- Serve as the voice of the guest in internal meetings and strategy sessions.
- Represent the brand at community events, activations, or in-store promotions when needed.

## Assistant for the F&B Director at Crave and Qahwa Restaurants ( Touristic Investments Company ).

### (January 2014 to March 2017)

- Assist the F&B Director in daily scheduling, reporting, and documentation.
- Prepare presentations, spreadsheets, and reports related to sales, performance, and F&B initiatives.
- Help monitor outlet performance metrics such as food cost, service and quality issues.
- Support in the planning and execution of menu rollouts, promotions, and seasonal updates.
- Assist with internal communications to ensure alignment across teams.
- Follow up on vendor deliveries, maintenance issues, and compliance checklists as needed.
- Help organize training sessions and follow up on training completion and staff performance.
- Support basic quality checks (e.g., mystery shopper feedback, cleanliness reviews, SOP adherence).

# Restaurant Manager at Potbelly Restaurant – Al Shaya Dubai. ( November 2012 to December 2013 )

- Oversee day-to-day operations including service flow, cleanliness, inventory, and staff scheduling.
- Ensure compliance with health, safety, and hygiene regulations.
- Maintain proper stock levels and manage ordering to avoid shortages or waste.
- Ensure equipment and facilities are properly maintained and issues are resolved quickly.

- Recruit, train, supervise, and evaluate front-of-house and back-of-house team members.
- Create staff schedules and manage labor to meet business needs efficiently.
- Foster a positive and productive team culture with high morale and low turnover.
- Handle customer complaints or special requests in a professional and timely manner.
- Monitor service quality and guest feedback to continuously improve the experience.
- Manage daily cash handling, sales reporting, and POS operations.
- Monitor sales targets, food and labor costs, and take corrective action where needed.
- Assist in planning and executing promotions, events, and local marketing initiatives.
- Ensure adherence to company policies, legal requirements, and licensing regulations.
- Prepare shift, inventory, and sales reports for senior management.

## ♣ Retail Manager at Fauchon Paris, Dubai.

## (January 2012 to January 2013)

- Manage day-to-day retail operations across one or more outlets, including food preparation, cleanliness, inventory, and POS activity.
- Ensure compliance with health and safety regulations, hygiene standards, and brand SOPs.
- Monitor inventory levels, place orders, and control stock to minimize waste and shortages.
- Oversee visual merchandising and product presentation to maintain a high-impact retail experience.
- Recruit, train, schedule, and manage retail team members including baristas, servers, and shift leaders.
- Motivate staff to meet service, speed, and upselling goals.
- Conduct performance reviews, coaching sessions, and team meetings to drive improvement and engagement.
- Ensure outstanding customer service and in-store hospitality.
- Resolve customer issues or complaints professionally and in line with company policy.
- Create a welcoming environment that reflects the brand personality and encourages repeat visits.
- Monitor daily sales performance and strive to exceed revenue targets.
- Manage cash handling, deposits, discounts, and reporting procedures.
- Analyze sales trends, customer preferences, and staff productivity to inform decisions.
- Act as a brand ambassador and maintain the integrity of product quality, presentation, and service
- Collaborate with marketing and operations teams on campaigns, product launches, and local events.

**Education:** Bachelor's Degree / French Literature.

#### **Courses:**

- FSSC Lead Auditor.
- ISO 22000 2018.
- HAACP.

- Effective Leadership.
- Customer Excellence.
- Positive Cooperation.
- Creative Problem Solving and Decision Making.
- Effective Management.

## Languages:

English / Level: ExpertFrench / Level: ExpertArabic / Level: Expert