

PROFESSIONAL SUMMARY

Operations Manager with over 8 years of experience leading, establishing, and optimizing last-mile delivery and logistics operations across Saudi Arabia. Proven expertise in building and scaling in-house delivery operations, leading multi-site restaurant delivery networks, optimizing operational performance, improving SLA & KPI compliance, managing fleet operations, reducing operational costs, and driving continuous process improvement.

Successfully contributed to the establishment and operational launch of in-house delivery functions by developing operating models, delivery workflows, SOPs, rider management frameworks, and scalable operational processes.

KEY ACHIEVEMENTS

- In-House Launch:** Successfully contributed to the establishment and operational launch of Shawarmer's in-house delivery department from the ground up.
- Scaling Operations:** Played a key role in building and scaling in-house delivery operations and execution frameworks across Saudi Arabia.
- Multi-City Management:** Effectively managed end-to-end last-mile delivery operations across multiple key cities and operational zones in KSA.
- SLA Optimization:** Drove continuous operational improvements focused on SLA compliance, delivery efficiency, and cost optimization (CPO).
- SOP Standardization:** Developed and standardized Comprehensive Operating Procedures (SOPs) supporting restaurant delivery workflows.

PROFESSIONAL EXPERIENCE

Operations Manager – Azman Logistics & Delivery Services (Saudi Arabia)	Oct 2025 – Jun 2026
- Directed end-to-end last-mile delivery operations across multiple operational zones. - Managed operational P&L while maintaining strict delivery cost targets (CPO). - Optimized fleet utilization, workforce planning, rider allocation, and operational efficiency. - Managed third-party logistics (3PL) partnerships while maintaining SLA compliance. - Established operational KPIs and developed standardized SOPs across all zones.	
Operations Manager – Innovative Foods International (Saudi Arabia)	Feb 2023 – Oct 2025
- Led daily restaurant delivery operations across a high-volume multi-branch network. - Managed operational performance using Retool, Admin Dashboard, and On-Demand systems. - Monitored KPIs: SLA compliance, Pickup Time, Delivery Time, Driver Productivity, and order fulfillment. - Managed delivery operations across major platforms: Jahez, HungerStation, Mrsool, ToYou, and The Chefz.	
Delivery Operations Lead – Shawarmer (Saudi Arabia)	Oct 2019 – Feb 2023
- Played a pivotal leadership role in establishing and launching Shawarmer's in-house delivery department from scratch. - Designed and implemented full operating models, delivery workflows, SOPs, and execution frameworks. - Recruited, trained, and developed delivery teams while maintaining high SLA compliance.	
Delivery Coordinator – Akelni (Egypt)	Dec 2018 – Sep 2019
- Managed end-to-end delivery operations, dispatch queues, and real-time order fulfillment. - Coordinated between operations, drivers, and customer support teams to eliminate bottlenecks.	
Customer Service Supervisor – Al Sabbahi Restaurants (Egypt)	Jan 2016 – Nov 2018
Led customer service operations, managed customer escalations, and improved CSAT and quality KPIs.	

CORE COMPETENCIES

Operations & Fleet: Last-Mile Operations • Restaurant Delivery • In-House Logistics • Fleet Management • Workforce Planning

Operational Excellence: P&L Management • SLA & KPI Optimization • Cost Reduction (CPO) • SOP Development • Process Improvement

Systems & Analytics: Retool • Admin Dashboards • On-Demand Systems • Power BI • MS Excel • Google Sheets

Platforms & Leadership: Jahez • HungerStation • Mrsool • ToYou • The Chefz • 3PL Management • Team Leadership

EDUCATION & CERTIFICATIONS

Bachelor's Degree in Mass Communication – Cairo University, Egypt (2010 – 2014)
Operations Management Certification – LinkedIn Learning

LANGUAGES

Arabic: Native | **English:** Professional Working Proficiency