

# Walid El Sleibi

## Retail & Operations

📍 Lebanon, Beirut

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### WHO AM I ?

From more than 10 transformative years starting on ZARA's shop floor to spreading OmniChannel strategies for azadea group across the GCC & Middle East, I blend hands on retail knowledge with strategic expertise to enhance customer journey's across multiple channels, consistently driving sales and surpassing KPI's.

#### ◆ Education

Accounting & Informatics  
(2002-2005)

Microsoft Office (Excel,  
Word, Powerpoint, etc...)

#### ◆ Personal Projects

Operations, Engineering and  
Finance Manager for "Beit  
Beirut" restaurant opening  
in Bahrain "2024"

Planning, negotiating,  
managing and  
implementing the store's  
Renovation process  
"Iululemon UAE" which is  
managed by Al-Futaim  
"2024"

Exclusive agent in the UAE  
for selling medical products  
and equipment specialized in  
dentistry "2015-2018"

Create handbook  
presentation for a new  
position "2021"

#### ◆ Skills

Leadership

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Forecasting & Planning

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Integrated Reporting

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Work hardly to meet  
deadline

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Commercial Understanding

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### Professional Experience & Achievements

#### Brand's Operation Manager

2022 - 2024

Azadea Group, UAE

- **Sales Growth:** Achieved a remarkable 40% increase in brand sales during the first year, and additional 20% growth during the second year.
- **Profitability Enhancement:** Elevated EBITDA from 12% in Spring/Summer 2022 to 15.5% in Spring/Summer 2023. Under my leadership, we surpassed the industry benchmark, moving from 8% in 2021 to a commendable 12%.
- **Cost Management:** Streamlined cost and controlled expenses, resulting in improved margin and profitability.
- **Inventory Management:** Reduced inventory shrinkage from 0.60 to 0.21 through an effective overhaul of inventory process, including optimizing transfers, addressing theft issues and refining shipment practices.
- **Operational efficiency:** Elevated the shipment rate from 50 to 80 pieces per hour and increased replenishment efficiency from 100 to 140 by training the team on RFID system and shipment procedures.
- **Team Development:** Built and led a high-performing operations team from scratch.
- **E-Commerce Enhancement:** Boosted Online sales contribution from 2% to 5% of total brand's revenue. Additionally, improved online product quality control and packing procedure, resulting in enhanced customer satisfactions.
- **Online Profitability:** Refined the online P&L by focusing on both Commercial & Operational aspects, such as margin enhancement and transport cost reduction.
- **Conversion Boost:** Improved the stores conversion rate from 6% to 8% by introducing zoning and optimizing staffing.

#### Store Operations Manager

2019 - 2022

Azadea Group

- **Team Leadership:** Proactively recruit, onboard, and cultivate a high performing team, ensuring they possess the tools and training necessary, to optimize their productivity and contributions.
- **Efficient stockroom management:** Streamline stockroom processes to enhance items visibility, optimize storage efficiency, and uphold health & safety protocols.
- **Inventory mastery:** oversee store's inventory with precision, strategically determining stock levels and monitoring supply chains to guarantee product availability.
- **Budget & Financial oversight:** steer stock budget management, ensuring punctual achievement of key performance metrics such as store sales, productivity, inventory integrity, and operational margins.
- **Team Development:** Foster an empowered team environment, emphasizing the criticality of procedural adherence and safety, while nurturing their professional growth.

# Walid El Sleibi

## ◆ Languages

Arabic

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English

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## ◆ Interests

Football, Swimming,  
Basketball & Running

## Visual Merchandiser Manager

2010 - 2018

Azadea Group, UAE

- Follow brand's guidelines and requirements when it comes to implementing the new collection received.
- Increase store attraction and maximize exposure by ensuring latest updates for the store window's, and ensuring sufficient façade illumination.
- Deliver work in timely manner by effectively and efficiently coordinating with the line managers.
- Supporting the HR team in identifying potential performance development.
- Handling the implementation of training plans, evaluating and promoting the store's teams.

## Additional Experience

## Sales Executive

2009 - 2010

Izzat Al Daouk, Beirut

- Inventory controller.
- Responsible for POS.
- Serve customers by identifying the latest products.

## Packaging Supervisor

2006 - 2008

inkript, Beirut

- Managed and worked partially as a team leader.
- Customized, quality enhancement and organization.
- Manage breaks between periods in order to increase the productivity.
- Prepare the products for worldwide Export.
- Responsible and driving the packing machines.