

PROFESSIONAL SUMMARY

Results-oriented Operations, Facilities, and Administrative Management Leader with 20+ years of experience directing multi-site operations, corporate infrastructure, and large-scale administrative functions across healthcare, corporate, retail, and hospitality sectors. Proven expertise in facilities oversight, vendor management, asset utilization, space planning, regulatory compliance, and cross-functional administrative leadership. Strong track record of optimizing operational workflows, ensuring facility continuity, and enforcing strict quality, safety, and service standards.

CORE COMPETENCIES

- Facilities Management & Maintenance
 - Vendor & Procurement Management
 - Asset & Resource Allocation
- Multi-Site Operations & Logistics
 - Health, Safety & Compliance (HSE)
 - Cross-Functional Leadership
- Administrative Systems & Governance
 - Budgeting & Cost Control
 - Process & Performance Optimization

PROFESSIONAL EXPERIENCE

MANAGING DIRECTOR

Nov 2025 – Present

Strike Advertising | Cairo, Egypt

- Directed overall corporate operations, facility infrastructure, and administrative governance, aligning day-to-day execution with strategic organizational targets.
- Oversaw corporate administrative workflows, office management, and resource allocation across all departments (Sales, Creative, Media, Finance, and Client Servicing).
- Implemented operational frameworks and internal controls to streamline administrative processes and strengthen facility-wide accountability.

SENIOR OPERATIONS MANAGER / DEPUTY - CLUSTER OPERATIONS MANAGER

Sep 2023 – Present

Hope Psychiatric Hospital | Cairo, Egypt

- Facilities & Infrastructure Oversight:** Managed end-to-end multi-site facility operations across three branches, overseeing housekeeping, physical plant maintenance, security protocols, and food service logistics.
- Ensured continuous facility readiness, strict adherence to health, safety, and sanitation standards, and swift resolution of facility maintenance issues.
- Administrative & Resource Management:** Controlled operational budgets, supervised vendor contracts, and optimized resource allocation for medical and non-medical supplies.
- Directed administrative staff training, shift scheduling, and cross-departmental coordination to maintain seamless daily operations and high service continuity.

GENERAL MANAGER

Jan 2021 – Sep 2023

Toya Studio | Cairo, Egypt

- Directed comprehensive facility administration, commercial operations, and day-to-day operational logistics to ensure optimal asset utilization.
- Managed procurement, supplier negotiations, vendor contracts, and facility maintenance budgeting to support business growth and cost-efficiency.
- Oversaw administrative teams, recruitment, and workspace workflows to enhance overall operational productivity.

OPERATIONS & COMMUNICATIONS MANAGER

Jan 2021 – Dec 2021

San & Sam (Marketer League) | Cairo, Egypt

- Managed internal operational logistics, corporate communications, and administrative workflows.
- Coordinated workspace activities, digital engagement resources, and stakeholder communications to ensure alignment with business development objectives.

REGIONAL PROJECT COORDINATOR

Oct 2018 – Jan 2021

I-Tel International Co. | Cairo, Egypt

- **Infrastructure & Project Administration:** Managed end-to-end delivery of infrastructure and telecommunications rollouts, coordinating site logistics, resource deployment, and supplier execution.
- Conducted operational site audits, compliance checks, and quality assurance inspections to maintain high service standards across regional branches.
- Managed vendor relationships and procurement contracts, ensuring timely delivery within budget constraints.

SENIOR RETAIL SALES TEAM LEADER

Aug 2009 – Oct 2018

Vodafone | Cairo, Egypt

- Managed retail branch operational activities, ensuring compliance with corporate visual merchandising, health & safety, and facility standards.
- Coordinated administrative tasks, inventory management, logistics, and supply chain processes across multiple retail branches.
- Handled vendor coordination, maintenance schedules, and facility upgrades to support retail expansion and continuous branch operations.

RETAIL ADVISOR

May 2006 – Jul 2009

Vodafone | Cairo, Egypt

- Supported daily administrative operations, customer service logistics, and inventory control within retail branch environments.

RECREATION OPERATIONS & SERVICES SUPERVISOR – HOSPITALITY

Feb 2000 – Apr 2006

Sonesta Sharm El Sheikh | Sharm El Sheikh, Egypt

- **Facility & Hospitality Management:** Supervised health club, recreation, and wellness facility operations, ensuring pristine guest environments and safety standards.
- Managed facility maintenance, equipment upkeep, hygiene protocols, and vendor supplies for recreational assets.
- Led daily administrative operations and supervised hospitality staff to ensure seamless service delivery.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Education – Helwan University, Cairo, Egypt (1999)

Project Management Professional (PMP) – PMI (2017–2018) | **Sales & Marketing Diploma** (2016)

Emotional Intelligence – Vodafone Global L&D (2009) | **Conflict Management, Team Building & Leadership Skills** – Sonesta Int. L&D (2001)