

AHMAD SALEM

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Summary

Results-driven Operations Manager with 18 years of experience leading cross-functional teams and delivering measurable outcomes across retail, e-commerce, logistics, manufacturing, and insurance sectors. Proven success in optimizing supply chains, reducing operational costs, improving KPIs, and enhancing customer satisfaction. Experienced in Oracle CRM, Workday, Asana, Tableau, and Xero. Adept at training, change management, and streamlining complex operations across dynamic environments. Skilled in leveraging data and visualization tools like Tableau to guide decision-making and communicate insights.

Skills

- Operations Strategy
 - Multi-site Operations Management
 - Logistics & Supply Chain Optimization
 - Change Management
 - Budgeting & Cost Control
 - Vendor & Supplier Management
 - ERP & CRM Systems (Workday, Oracle CRM, Xero)
 - Project Management Tools (Asana)
 - Data Analysis & Visualization (Excel, Tableau)
 - Training & Staff Development
 - KPI Tracking & Process Improvement
 - Customer Experience (NPS, CSAT)
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Professional Experience

Vitamin Stand Fitting and Execution L.L.C. (Retail Fixtures & Manufacturing), Dubai, UAE

Operations Manager

July 2023 – Jan 2025

- Led multi-site operations across warehousing, manufacturing, and installation units to ensure consistent execution and service standards.
- Boosted operational efficiency by 25% through launch of a centralized project tracking database.
- Reduced outsourcing costs by 30% via in-house capacity development and resource optimization.
- Improved warehouse operations and logistics processes, reducing order processing time by 20% and increasing overall supply chain efficiency by 15%.
- Managed vendor relationships and negotiated contracts that reduced procurement costs by 15%.
- Improved customer satisfaction through structured feedback mechanisms.
- Oversaw accounting and financial tracking using Xero to ensure accuracy and control.
- Led change management during the shift from outsourced to in-house production, ensuring team alignment, process adoption, and operational continuity.
- Managed key client accounts, acting as the main point of contact to ensure satisfaction, timely delivery, and long-term relationship development.

Walmart (Retail & E-commerce), Edmonton, AB, Canada

Operations Manager

August 2020 – June 2023

- Directed multi-site operations across departments and high-traffic zones, leading a team of 60 and supporting over 250 associates.
- Increased NPS by 10% annually through workflow improvements and customer service initiatives.
- Achieved a 10% cost reduction by streamlining in-store processes and optimizing labor allocation.
- Utilized Workday to coordinate ERP and operational workflows.
- Designed and delivered training initiatives to upskill team members across all departments, improving consistency and performance.
- Championed customer success initiatives, resolving escalations and enhancing frontline service processes to improve the overall customer experience.

E-commerce Operations Department Manager

March 2020 – August 2020

- Led launch of online grocery pickup and delivery, contributing to a 15% increase in revenue.
- Enhanced fulfillment efficiency by 25% through order process improvements and logistics integration.
- Worked with IT teams to implement order tracking systems, reducing delivery errors by 20%.
- Delivered structured training programs for new hires, supporting a seamless ramp-up and consistent service delivery.

Customer Value Department Manager

November 2016 – March 2020

- Oversaw pricing, merchandising, and inventory accuracy initiatives that improved stock reliability by 15%.
- Developed promotional campaigns in collaboration with marketing teams, resulting in a 10% sales increase during peak periods.
- Conducted regular team training and coaching sessions to boost associate performance and customer engagement.

Trust Compass Insurance (Insurance & Financial Services), Sidon, Lebanon

Operations Manager

January 2008 – September 2016

- Managed operational planning and customer service processes, achieving a 90% client retention rate.
- Optimized sales operations through CRM system enhancements, reducing response times by 25%.
- Utilized Oracle CRM to manage client data and interactions, improving customer service efficiency.
- Led and trained a sales team, increasing productivity by 20% and contributing to 10% revenue increase.
- Developed client engagement strategies aligned with organizational goals.

Business Development Manager

January 2006 – January 2008

- Secured \$500K in new business contracts and maintained a 90% retention rate.
- Expanded market presence by 25% and improved customer satisfaction by 20%.
- Implemented growth strategies resulting in 15% annual revenue increases.

Education

Bachelor of Science in Management Information Systems (MIS)

American University of Science & Technology (AUST), Beirut, Lebanon

September 2007