

George Martin Roberts

Email address: g.m.roberts1981@gmail.com

Mobile No.: +971 50 409 0809

Linkedin: <https://www.linkedin.com/in/george-martin-roberts-67480b21>

Location: United Arab Emirates

Visa Status: Employment



» Career Summary

With 8 years experienced in automotive industry within the operations and business development area and 11 years in hospitality industry in customer service and F&B department. Expert in negotiation, business planning, operations management, sales, and business set up.

» Personal Details

Date of Birth:	22 April 1981	Gender:	Male
Status:	Married	Country or birth:	South Africa

» Employment History

UAE Experience

Jan 2017 – Oct2019 **Massar Solutions PJSC- PayPerKay** **Operations Manager**

- Staffing by coaching, counseling and training to increase staff Sufficiency by 30%.
- P&L Management by increasing the utilization from 33% to 85% a 500k profit from 2.5 mil loss.
- Rewrite policies and procedures to reduce manpower, cost and sufficiency of the department.
- Increasing sales and collections by 40% by creating 2 new department with the same head count.
- Build a new product line that had increased the revenue by 20% within the department.
- Monthly P&L review, with monthly Improvement of profitability and cost reduction.
- Developed an operations system to ensure all documentation is filled and compliance to Law.
- Ensuring the workplace in compliance with Health and safety standards set by the QHS department.
- Cost cutting by renegotiating SLA with service providers and new vendors and dealers.
- Implementing a paperless to cut administration cost and to increase profitability and sufficiency.
- People management by tailor made KPI suited to each department and employee responsibility.
- Customer complaint handling turning every complaint into an opportunity for improvement by training and counseling and procedure improvement.
- Setting SLA with our sales department for our customer to ensure our service levels and standards.
- Maintain a relationship with all our customers to ensure customer retention and client growth.
- Right mix of vehicles for our customers new business and replacement to adhere to our SLA.

Apr 2015 – Dec 2016 **Prime Limousine – Liberty Investment Group** **Business Development Manager**

- Being proactive to stay abreast of competing markets, development, always a step ahead.
- Manage company expense, customer discounts, and pricing to increase profit levels by 12%.
- Develops new products and procedures to maximize service and productivity with low cost.
- Seeking feedback from customers to maintain service levels and ways to improve our services.
- Manage the sales team to ensure they meet their targets by having weekly sales meeting and weekly sales reports and motivate the team by identifying and praising top performers increase performance by 30%.
- Having formal and informal meeting with sales team in regards to their KPI's and performance.
- Analyze and evaluation of activities, costs of operations, sales target budgets and forecast data to determine the company's progress towards stated goals and objectives.
- Manage workflow and staff in balancing priorities, providing backup support if needed and ensuring that all work is accomplished with an appropriate time frame.
- Developed and implemented an effective long-term sales strategy designed to meet and exceed overall corporate business objectives.

- Review internal processes and procedures and analyze how we can eliminate cost, time and improve our service to our customers.

May 2014 – Feb 2015 **Prestige Rent a Car - Universal Group of Companies** **Branch Manager**

- Opened the branch within 40 days upon joining from getting the location fitted out and have all the trade license and permits in place to run the operation, 30 days ahead of schedule having the staff hired and onboard beforehand to have them trained up to ensure the branch opening is hassle-free.

Apr 2011 – Apr 2014 **Hertz Rent a Car - Al-Futtaim Group** **Branch Manager**

- Create and execute the branch business plan. Ensuring branch profitability and manage and develop branch personnel, to ensure the targets are met and exceeded.
- Plan, implement, and manage areas of responsibility to facilitate continuous improvement and personal growth while supporting company goals, missions, and vision.
- Direct and coordinate counter and outside sales efforts. Assist in account development. Direct sales program to develop new markets. Make joint calls with salesmen as needed.
- Through management decisions, communication, and behavior creates a culture and a team that works together to meet customer needs and achieve desired results.
- Periodically evaluates the performance of branch personnel, develop goals and objectives.
- Ensuring the SMART KPI's for the team is compliance with the job description of employee.
- Manage roadside coaching, spot checks and spends time in the field with the CSRs and Drivers.
- Ensures the Health & Safety standards and training are adhered to company policies.
- Resolves service problems and implementing procedures to ensure we improve our service within 24 hours.
- Manage the fleet maintenance operations to ensure a short turnaround time to cut cost by 12%.

May 2010 – Mar 2011 **Al Forsan Int'l Sports & Resort (Pioneer Team)** **Outlet Manager at The Lodge Restaurant**
Khalifa City A, Abu Dhabi, U.A.E.

- Opened the fine dining restaurant of the resort.
- In charge of the opening function event of the resort.
- Ensure staff is trained and have the right equipment to do their job.
- Running opening promotions and exceeding the forecast by 30%.

Oct 2008 – Apr 2010 **Rivington Restaurant - (Opening team)** **Mixologist / Asst. Bar Manager**
Jumeirah Group Hospitality Old town Burj Dubai, U.A.E.

- Part of opening team and was rewarded best restaurant two years running 2009 and 2010.
- Running blackboard promotions with slow moving stock from suppliers.
- Daily stock control by ensuring all par levels are maintained.
- Decreased the beverage cost by doing proper beverage training.

Oct 2006 – Sep 2008 **The Ritz Carlton Hotel – Dubai, U.A. E** **Bar Manager**

- Re worked the menu and increased the revenue by 28%.
- Training the team with MMI master class.
- Arrange Cigar training and rolling nights.
- Ensuring the daily bar preparations were done before opening so the operation runs smooth.

Jan 2005 – Sept 2006 **Jebel Ali Golf Resort & Spa – Dubai, U.A.E** **Bar Manager**

- Reopened the Captains Beach Bar.
- Manage Sports Café.

- Manage the beverage for Dubai desert classic, A1 racing Auto drome Gulf news and world cup events in 2005 and 2006.

South Africa Experience

April 1998 – Dec 2004

Brews BBQ – Pretoria RSA

Waiter to Restaurant Manager

- Staff managing hiring, training, shifting and performance reviews.
- Facility health and safety compliance to law.
- Restaurant operations ensuring the day to day business is running smoothly, stock purchasing and staffing.
- P&L, forecast, customer service, sales report, problem solving, setting targets and handling administration and paperwork.

» Education

High School: John Vorster

Grade 12

1996 – 2000 Motor mechanics

» Trainings

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| • ISO 2009-2015 Training- Bureau veritas | • Negotiation skill–Al Futtaim |
| • Evolving Supervisor - Al Futtaim | • Building a performance culture–Al Futtaim |
| • Step up Supervisor - Al Futtaim | • Running effective meetings –Al Futtaim |
| • Customer mindset - Al Futtaim | • Selling as a professional –Al Futtaim |
| • KPI training - Al Futtaim Training Center | • HACCP (Hazard Analysis and Critical Control Point) |
| • Building a customer centric business – Al Futtaim | • Johnson Diversey Health & Safety |
| • Problem resolution skills –Al Futtaim | • MMI Bartender academy graduate |
| • Business continuity management – Bureau Veritas | |

» Skills & Strengths

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| • Negotiation | • Ownership | • Creativity |
| • Sales | • Team building | • Commitment |
| • Leadership | • Problem Solving | • Fleet management |
| • Training | • Individualization | • Business ethics |
| • Coaching | • Connectedness | • Mentoring |
| • Business knowledge | • Discipline | • Responsibility |
| • Policies & Procedures | • Belief | • Event Management |
| • Forward Thinking | • Communication | • Facility Management |
| • Motivation | • Futuristic | • Reliability |
| • Critical Thinking | • Adaptability | • Retail Management |
| • Listening | • Project management | |
| • Logistics | • Delegating | • Time Management |
| • Organization | • Conflict Management | |