**Mahmoud Attia Abdel Halim Shomar**

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**INTRODUCTORY PROFILE**

Retail & project management professional with proven experience in leading commercial and operation management within food and non-food retail markets, and impressive reputation for leading teams to achieve superior levels of client satisfaction and loyalty. Leads by example and establishes a culture of collaboration across varied department and key stakeholder management to achieve organizational objectives Ensures the continuous delivery of services excellence in alignment with organizational policies, procedures, regulations, and quality standards.

Motivational leadership builds talented teams and provides members with coaching, guidance, and support to surpass and exceed challenging objectives. Fuels sales growth, reduces expenditures, and boosts productivity through strong analytical skills and key resource allocation

Committed to self-growth and have developed within Majid Al Futtaim one of the leading business conglomerates in the MENA region across 14 years performing in various roles from section manager, Department Head,Project Manager & Category Manager.

**CORE COMPETENCIES**

Communication | Teamwork & Collaboration | Adaptability | Analytical Thinking |Problem Solving| Negotiation

Change Implementation |Project Management | Fresh Food | Loss management | Services Optimization |

Financial Administration | Stakeholder Management | Coaching / Training / Mentoring | Business Reporting | Negotiation | Category Management | Procurement Quality Control | Food Safety | Budgeting | Team Scheduling | Hypermarket & Supermarket Format Problem Solving| Performance Assessment | Digital Tools| Health & Safety |

Data & Analytics | Procurement | Pricing | Assortment Management | Space Allocation | P&L Management|

**PROFESSIONAL EXPERIENCE**

**Majid Al Futtaim 2023 till 2024**

**Carrefour UAE -Merchandiser Manager.**

* Develop professional relationships with distributors, re-sellers and market sources.
* Develop and implement the buying strategy for related category
* Source, negotiate and procure product range for total market
* Manage inventory and scale buying cycles to adapt for demand
* Source market for new products and distributors to enhance customer offering and grow sales share
* Review and enhance assortment to reflect customer buying and market trends / seasonality
* Ensure all payments are processed in a timely manner to business partners avoiding disruption to goods flow
* Develop and manage exit strategies for non-profitable and negative market demand products
* Analyze category performance and develop SMART plans to mitigate business challenges
* Work with Operation to secure visibility and right space allocation for related product range
* Support the pricing strategy to ensure target margins are achieved consistently
* Negotiate and agree promotion plans for the total category

**Key Achievement**

Successfully achieved budgeted KPI’s for financial year with sustained growth in category basket, positively grew category assortment whilst maintaining margin levels.

**Majid Al Futtaim 2019 till 2023**

**Carrefour UAE -Project Manager- Services (HO).**

* Spear headed key project planning and implementation for UAE fresh food loss.
* Delivered training to fresh food team members covering over 30 business units in multiple formats.
* Supported sustainability of project through audit and monitoring plans.
* Key stakeholder in collaborating with operations to support and improve challenges to loss management.
* Supported the fresh food business plans ensuring category growth across the market.

**Key Achievements**

Project has delivered optimization and savings in excess of 100M AED across 3 years for UAE directly supplementing profits, over 1000 training hours delivered and 300+ team members upskilled, Fresh food performance improved and NPS (customer metric) score increased by average 4 points LFL

**Majid Al Futtaim 2015 till 2019**

**Carrefour Head of Department (Consumer Good /Heavy Household /Textiles)**

Responsible for department with annual turnover in excess of 20 million USD per annum reporting to the General Manager. Have **3** direct section manager reports. Department covers the sales and operations of Electronics, Household goods and appliances, Mobile phones and office automation.

* Direct department display and layout
* Offer expert advice on product and services
* Plan and implement promotions and trade events
* Performance management of direct reports
* Schedule and deliver budgets
* Full P&L management for department
* Prepare and deliver weekly reports
* Manage Inventory and stock loss
* Deliver stock value and control depreciation

**Majid Al Futtaim 2008 till 2015**

**Carrefour section manager**

* Deliver bottom line profitability for section
* Implement and maintain section display, planogram and layout concepts
* Coach and manage team to deliver daily operations and customer experience
* Establish market trends on latest technology developments
* Coach and validate team to facilitate customer experience enhancement.
* Conduct price surveys to be aligned with local competitors
* Manage retail and bulk transactions.

**Costless Electronics 2005 till 2008**

**Showroom supervisor**

Responsible for managing the trading floor of the electronics store by maintaining display standards, supporting customer service. Plan and deliver customer requests. Provide guidance and advice to customers to support purchases.

**AbuDhabi Cooperative Society 2003 till 2005**

**Supermarket Supervisor**

Manage daily operations for supermarket retail. Ensure store standards are maintained, and simple effective replenishment is consistent through the day. Control the health and safety standards and local government regulations. Support management to implement promotions. Coach and train store staff in basic operations and standards delivery.

**Early Career**

Early career highlights were based in the hospitality industry working in the front office as receptionist and guest relations. Exposure to hospitality management and front desk management to deliver customer value and best in class service.

**EDUCATION AND QUALIFICATIONS**

* MBA (Master of Business Administration) RB College of United Kingdom.
* Bachelor of Physical Education Egypt

**ADDITIONAL DETAILS**

**Driver License:** UAE driving license

**Languages:** Arabic –Native Proficiency, English – working proficiency,