

Mr Khadim H Sarwar

Personal Information

Nationality: British National
Marital status: Married with 3 Children
D.O.B: 27th November 1974

Country Residency: Dubai / United Arab Emirates
Visa Status: UAE Golden Visa Holder

Summary of Qualifications (United Kingdom)

Glasgow Caledonian University (UK): MBA – Business Management – (Dissertation outstanding)

Paisley University (UK): Honors Degree in Business Admin Majoring in Marketing

Visionary CEO | Global FMCG Food Manufacturing, Retail & Hospitality

An accomplished CEO with 28 years of leadership experience across FMCG food manufacturing, retail, hospitality, and logistics in the UK, UAE, Kuwait, and Saudi Arabia. Proven in driving business growth, P&L success, and operational excellence in multinational environments.

Expertise: Specializing in end-to-end strategy development across operations, retail, hospitality, supply chain, logistics, and commercial functions. Delivering sustained value in ambient, frozen, and chilled product categories.

People-Centric Leadership: Known for my people-first approach, I focus on building dynamic, high-performing teams that foster collaboration, innovation, and operational excellence. By developing talent and empowering teams, I have successfully transformed business operations, aligning workforce capabilities with organizational goals.

Transformational Leadership: Led the design, construction, and launch of \$70m and \$40m production facilities in the UAE and KSA, revolutionizing supply chain networks in the Middle East.

Sales Growth & Operational Excellence: Increased Alshaya's food manufacturing sales by 900% increase over 9 years by fostering strategic partnerships with major brands like Starbucks and Shake Shack in the Middle East, while delivering record breaking profit. Established relationships to deliver excellent product innovation and consistent quality for Marks & Spencer, Tesco etc in the UK.

Strategic Partnerships & Market Expansion: At Al Sorour, achieved 50% annualized sales growth and secured key partnerships with ADNOC and ENOC, overseeing the integration of 25 in-store bakeries at ENOC and redesigning existing Al Sorour retail bakeries.

Innovation & Sustainability: Led product innovation and sustainability initiatives to meet evolving consumer preferences, positioning brands at the forefront of global food trends.

Jana Group / Al Sorour Bakeries

Chief Executive Officer | UAE | Nov 2023 – Present

Overseeing the entire operations of a leading food manufacturing, retail bakery, and hospitality business. Driving strategic growth, operational efficiency, and profitability while aligning the company with market-leading practices.

- **Sales Growth:** Increased annualized sales by 50% through targeted operational improvements and strategic market positioning and store expansions.
- **Business Restructuring:** Led a company-wide restructuring to align operations with a long-term vision, enhancing efficiency, scalability, and market responsiveness.
- **Store Refurbishment & Expansion:** Spearheaded the refurbishment of stores and integrated 25 in-store bakeries at ENOC service stations, driving significant sales growth and operational improvements.
- **Strategic Partnerships:** Strengthened key relationships with ADNOC and ENOC, creating new supply channels and opportunities in the retail sector.
- **Product Development & Innovation:** Championed the development of new, high-quality products with a focus on sustainability, aligning with market trends and consumer demand.
- **Sustainability Initiatives:** Led initiatives to incorporate eco-friendly packaging and sustainable sourcing, reducing waste and enhancing environmental responsibility.
- **Logistics Optimization:** Streamlined logistics and supply chain operations, improving delivery times and cost-efficiency across 1,000+ locations in the UAE.
- **Operational Systems Development:** Developed and implemented robust systems and processes to position Al Sorour as a leader in food manufacturing, retail, and hospitality in the region.

Alshaya Group

Business Director - UAE, Kuwait, KSA | AED 420m Sales | Jun 2019 – Oct 2023

Led the business across three countries, overseeing P&L management, sales growth, and operational improvements for a portfolio of prestigious brands.

- **P&L Management & Sales Growth:** Increased Alshaya Food Manufacturing sales from AED 45m to AED 420m, achieving profitability across all sites over a period of 9 years.
- **Operational Transformation:** Transformed operations into world-class manufacturing facilities, achieving industry-leading standards and increasing capacity to support 40% YOY sales growth.
- **New Site Development:** Led the design, construction, and launch of a \$40m food manufacturing site in KSA, achieving budgeted sales and profitability in the first year.
- **Customer Satisfaction & Efficiency:** Reduced customer complaints by 10% YOY and implemented Modified Atmosphere Packaging (MAP) in KSA, reducing waste and extending product shelf life.
- **New Product Development:** Oversaw the development of an NPD team, launching products that exceeded customer expectations.
- **Fostering Customer Relationships:** Worked closely with Alshaya brands such as Starbucks, Shake Shack, The Cheesecake Factory as well as external customers such as ADNOC, ENOC, Godiva, Pizza Express and ADNOC Compass to enhance the offering within the market.

Business Manager – CPF, UAE & Kuwait | AED 120m Sales | 2017 – 2019

Managed operations and commercial activities, driving growth through external accounts and internal solutions.

- Increased sales by AED 12m by acquiring 8 new external accounts.
- Commissioned a new world-class food manufacturing site in the UAE.

Senior Operations Manager – Central Production Facility, UAE & Kuwait | 2014 – 2017

Led transformation of kitchen operations into world-class manufacturing facilities, focusing on bakery and chilled products.

- Led the design, procurement, and commissioning of a \$70m food factory in the UAE.
 - Implemented a culture of health and safety, quality improvement, and cost reduction.
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2 Sisters Food Group (2SFG)

General Manager – 1,300 employees, £120m turnover | Sept 2013 – March 2014

Led Europe's largest Indian/American/Mexican ready meals factory, supplying chilled and frozen products into Marks & Spencer and British Airways.

- Successfully launched Modern Indian, Traditional, and Gastro ranges.
- Increased production output from 12 to 22 lines, meeting sales demand.
- Installed a new production line from concept to operational status within 1 week.

General Manager – Pennine Foods | 850 employees, £85m turnover | Aug 2012 – Sept 2013

Turned the business into profitability, improving operational standards and forging stronger relationships with Marks & Spencer.

- Achieved an "A" Grade in BRC audit (up from "C").
 - Reduced customer complaints by 10% and improved customer service by 0.9%.
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Premier Foods – Hovis

Site Manufacturing Manager (GM) | 550 employees, £80m turnover | Sept 2010 – June 2012

Led one of the largest and most complex sites within the Hovis division, delivering significant savings and operational improvements.

- Delivered a major T&C project saving £1m annually.
- Reduced accidents by 70% YOY and improved customer complaints by 23%.

Site Manufacturing Manager (GM) | Leicester | June 2009 – Aug 2010

- Turned the site profitable within 12 months and reduced accidents by 77%.
 - Improved plant OEE from 67% to 81% and reduced waste by 50%.
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Additional Experience

S & A Foods Ltd – Business Manager / Operations Manager | 2004 – 2009

Heinz Frozen and Chilled Ltd – Senior Production Manager | 2001 – 2004

McVitie's UK- Production Manager | 1997 – 2001

Key Skills

- Strategic Leadership
 - P&L Management
 - Market Expansion & Partnership Building
 - Operational Excellence
 - Team Leadership & Development
 - New Product Development & Innovation
 - Supply Chain & Logistics Management
 - Sustainability Initiatives
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Languages

- English (Fluent)
 - Hindi / Urdu / Punjabi (Fluent in speaking)
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References

Available upon request.