

RESUME



EDUCATION



Higher Diploma in Hotel Management

Hotel Institute Montreux – Switzerland



Bachelor of Business Administration

Aspira University – Croatia



Hospitality Management Diploma

American Hotel & Lodging Association – USA

SKILLS

Business Turnaround

Multi-unit/ Market Management

Operations and Expansions

QSR and Coffee/ Patisserie

RECOGNITIONS

Yum! CEE Top RGM 2013

Yum! “walking the talk” 2013

Senad Hadziahmetovic

HOSPITALITY & RETAIL EXECUTIVE

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SUMMARY

15+ years in hospitality and retail with Marriott, KFC, Hard Rock Café, Dalloyau 1682, Leggiero, Torterie. Started from entry level positions and worked my way up thru Switzerland, Vietnam, Qatar, Montenegro, Croatia. Propelled national business to 10 million EUR in sales, driven bottom line up for 800.000 EUR (8 p.p.), advised to 65 million EUR Group Board, led 200 people, elevated 20-unit retail chain, opened first \$3 million Hard Rock Cafe in Balkans, supported largest 125.000 m2 GLA retail development in the region. Operations and business turnarounds are my specialties.

WORK EXPERIENCE



Founder & Director | Croatia

2018 – TODAY

Enicon Consulting – Croatia

Self-employed. Providing consulting services within hospitality and retail. Supporting largest 125.000 m2 GLA retail development in the region, food court.



Director | Croatia

2017 – 2018

Torterie Macaron, Victus Group – Croatia

Leading business turnaround; leading 100 employees, retail/ wholesale/ production/ transportation, 3 million EUR sales, enterprise architecture, doubling



Operations Director | Croatia

2015 - 2017

Leggiero Bars, Victus Group – Croatia

Leading operational turnaround; taking it from 11 to 19 % OPS profit, leading 200 employees, 10 million EUR sales, enterprise architecture, doubling retail.



General Manager | Montenegro

2014 - 2015

ABFG – UAE

Leading opening of a first Hard Rock Cafe in the region, \$3 million investment, 125 employees. USA brand, middle eastern investor, developing market.



General Manager and Area Coach in Training | Croatia

2012 - 2014

Amrest – Poland

Market opening, managing three and opening two units out of four at that time. Area manager in training. Yum! Top Restaurant Manager for 2013 award.

LANGUAGES

GERMAN – B1 Intermediate

ENGLISH – C1 Fluent

CROATIAN – C2 mother tongue