



Adel Kadi

Retail Director / Regional Director / General Manager / VP Head of Sales & Operations

📍 Dubai - United Arab Emirates

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Languages

Arabic (Basic)

English (Native)

Afrikaans (Fluent)

About

A Visionary Leader with more than 25 year's, Experience in Strategic and Tactical Business Leadership. Forward thinking with the ability to Inspire, Transform and Steer teams towards common goal. Motivated by Innovative Solutions, driven by data-oriented decision making while thriving on Building Leaders of the future.

Core Expertise: Business Development, Brand Building, Digital transformation, eCommerce, Marketing, Growth, Omnichannel, Customer Experience, Negotiation, Strategic planning, Leading diverse and dynamic teams, Solutions-oriented approach to problem-solving.

BRANDS WORKED WITH

Dolce & Gabbana

GGICO

Harrods

Rubaiyat

Selfridges

Experience



● General Manager – Retail / Business Development Middle East

GGICO | Oct 2015 - Jan 2020

Brands Portfolio:

- Stephane Rolland, Herve Leger, IKKS Men's & Women's, IKKS Junior, Sergeant Major Kids, Signature Jewelry & Watches

Overall Responsibilities:

- Reported directly to the CEO / Board of Directors.
- Retained key focus on business development, planning, implementing, and coordinating sales activities to achieve sales and gross profit margins.
- Build, develop and manage relationships with leasing teams, landlords and partners, collaborating with sister companies.
- Always on the lookout for optimizing new brands presence in the region and identifying opportunities for pop-ups, expansions, and new key locations participating in lease negotiations.
- Managing key client and vendor relationships and negotiating client agreements while successfully delivering against the client's expectations.
- Rendering feedback on how to increase footfall traffic into the stores and ensuring territory leadership.
- Full accountability for the overall business P&L, including the development and execution of the retail strategy business plan and expansions.
- People development, recruiting the right people to meet the ambition in the market and the growing organization.
- Work closely with all EMEA teams and worldwide corporate functions (HR, Buying, Client, Operations, Finance, Store Planning, Retail Excellence, Training, etc.) to implement brands strategy and lead business changes.
- Developing detailed business plans and feasibility studies to provide insights on the current market and region for brands future growth and expansion strategy.
- Meeting with HR to support in people development and competency development initiatives, recruiting the right people with the right attitude and passion for longevity and retention.
- Driving development initiatives across the assigned territories, instrumental in product launches, training sales staff and resolving process anomalies.
- Strengthen the local organization and provide the leadership needed to achieve financial and operational targets.
- Building resource capacity and to ensure long term brands future growth and success across the regions.
- Leading and managing a diversify culture of teams to pursue the strategy focused on further developing the brand.



● General Manager – Head of Sales & Operations Middle East

Dolce & Gabbana | Oct 2010 - Sep 2015

Overview Summary:

- Elevating personalized clienteling efforts aimed at creating an emotional bond with our clients, through strong CRM management & marketing.
- Build, develop and manage relationships with leasing teams, landlords and partners, collaborating with sister companies.
- Always on the lookout for optimizing brands presence in the region and identifying opportunities for pop-ups, expansions, and new key locations participating in lease negotiations.
- Setting store selling and productivity plans to exceed client penetration and spend targets and grow market share.
- Direct management of CRM and clientele data capture and management of VIP high spenders.
- Leading and managing store directors to pursue the strategy focused on further developing the brand.
- Implemented the new iPad look book, enabling 65% sell thru in all fashion show piece collections and women's RTW.
- Develop and manage a team of Store Directors in the smooth running of all operations and sales revenue within the retail strategy.
- Oversaw the successful opening of the first Dolce & Gabbana Shoe Project, within level shoe district, the largest shoe area in the world, with over 90,000 sq.ft. of space.
- Transformed Dolce & Gabbana Dubai Mall Boutique from being out of the top 10-store worldwide to currently the number 2 boutique in the world behind Moscow only.
- Successfully managed the Dolce Boutique in Dubai Mall, making it the number 1 boutique in achieving the highest sell through and sales performance across the world in women's RTW.
- New project store openings of the new concept boutique for DOLCE & GABBANA Dubai Mall, Abu Dhabi - Sowwah Square, Kuwait Avenue Mall and KSA Jeddah, through direct leadership, direction, and support towards the team and project manager.
- Directed a team of direct reports comprising of 2 Retail Managers, 6 Store Directors, Buyer, Marketing Manager, IT Manager, HR Manager, (Oversaw a team comprising of 150+ employees and 10+ standalone boutiques.
- Worked on brand development and regional expansion initiatives to increase brand recall and awareness.
- Accelerating the development of Managers & Teams, keeping in mind the broad vision and devising initiatives for game changers.



● Vice President - Head of Sales & Operations KSA

Rubaiyat | Sep 2008 - Sep 2010

Overview Summary:

- Reporting directly to the Owner / Deputy President in coordination with VP Men's & Women's Buying
- Oversaw 400+ employees, 2 Department Stores – Home Furniture & Fashion & Accessories, 75-80 standalone boutique stores with sales revenue over 1.1 billion.
- Managed a diversified portfolio of brands comprising of a mixture of high fashion luxury brands such as Gucci, Sonia Rykiel, Kenzo, YSL, Balenciaga, Coccinelle, Just Cavali, Rubaiyat Multi Brand, Armani Exchange, Bottega Venetta etc....
- Managed 9 direct reports comprising of 4 Regional Managers, HR Manager, Marketing Manager, 2 Trainee & Development Manager, Operations Manager, IT Manager, Project Manager.
- Successfully managed the project and the grand opening of the largest Gucci Boutique in Jeddah.
- Created a Learning & Development Program / New Appraisal Feedback (PDG) with the assistance & support of HR by implementing a new structure, checklist, and incentives for staff within Rubaiyat. Prior Experience:



● Division Manager - The Wonder Room Luxury Jewellery & Watches

Selfridges | Feb 2005 - Aug 2008



● Senior Area Sales Manager - Men's Casual Wear / Contemporary & Street Departments

Selfridges | Feb 2003 - Feb 2005

Tiffany & Co, Tag Heuer etc.,

- London Area Sales Manager - Men's Casual Wear & Contemporary OB

& Concession
Feb 2003 – Feb 2005



- **Area Sales Manager - Leather Goods, Formal Wear & Accessories**

Selfridges | Oct 2001 - Jan 2003



- **Floor Manager Sports Division**

Harrods | Feb 1998 - Sep 2001

Brands Managed: Nike, Adidas, Puma, Reebok, Asics, Converse, Timberland, Rockport, Mizuno, NB, Fila, etc.,



- **Department Area Manager**

Harrods | Jan 1996 - Feb 1998



- **Department Manager**

Harrods | Sep 1991 - Jan 1996

Education & Training

- **LIS**

Business Studies,