

Denise Schnidrig



email

denise_vs78@yahoo.de

Mobile

+971 55 7822579

LinkedIn

www.linkedin.com/in/denise-schnidrig

Professional Summary

Extensive 27-year background in Hospitality and Retail, dedicated to upholding the highest standards developed through interactions with diverse individuals and businesses. Fuelled by passion, expertise, and determination to advance. Results-oriented, focused on cultivating highly motivated, skilled, and organized teams that consistently deliver excellence.

Key Strengths and Competencies

- **Leadership:** Proven ability to lead and inspire teams to achieve operational excellence and deliver exceptional customer experiences.
- **Operations Management:** Extensive experience in managing all aspects of restaurant operations, including staffing, inventory management, and ensuring compliance with health and safety regulations.
- **Customer Service:** Dedication to providing top-notch service, resulting in high levels of customer satisfaction and repeat business.
- **Financial Acumen:** Strong budgeting and cost-control skills, consistently achieving financial targets while maintaining quality standards.
- **Strategic Planning:** Proficient in developing and executing strategic plans to drive business growth and improve overall performance.
- **Communication Skills:** Effective communicator with both staff and customers, cultivating positive relationships and enhancing the overall dining experience.
- **Team Building:** Skilled in recruiting, training, and developing high-performing teams, fostering a positive work culture and employee engagement.

Achievements

- Successfully managed the opening of the 13th Retail Boutique for Bateel in April 2022 in the UAE.
- Launched Jelly Belly Ice cream in five Emirates in 2018.
- Jack's Bar & Grill awarded "Best Specialty Concept" in the Frontiers Awards, ranked as No.1 Airport Bar in the FAB Awards in 2013, and Winner of the Outlet of the Year within ELR in 2016.
- Hosted the first ever airside live music event held at Dubai International Airport in Nov 2014.

Professional Experience

Bateel International

Oct 2021 – Jan 2024

Senior Manager, Franchise Support

Jan 2023 – Jan 2024

- Ensured adherence to brand guidelines and visual merchandising principles across 17 retail boutiques spanning 9 countries within the franchise network.
- Led the setup and rollout of Mapal, for franchise partners, encompassing hygiene audits, brand standards, VM guidelines, and corrective action plans.
- Provided guidance to franchise partners, offered advice on best practices and adaptations to meet local market conditions.
- Conducted training sessions and offered support to operations managers across all markets through regular visits and transparent audit processes.
- Controlled the implementation and execution of operational standards and procedures in alignment with company SOPs.
- Designed and implemented corporate sales strategy support guidelines, assisted boutique and area managers in their respective markets.
- Coordinated with various company departments including production, warehousing, planning, and logistics to ensure timely execution of business orders (shipments).
- Ensured consistent delivery of the Bateel customer experience through comprehensive training programs.

Professional Experience cont.

Senior Manager, Retail Operations

Oct 2021 – Dec 2022

- Ensured compliance with brand guidelines and visual merchandising principles among 65 employees across 13 Retail Boutiques.
- Analysed merchandise requirements, oversaw proper planning, stocking, and ensured adherence to VM guidelines for product quality and presentation.
- Led the setup and rollout of Mapal a leading hospitality management system among the Retail Team, maintaining operational standards and procedures in accordance with company SOPs.
- Managed the execution of the corporate sales strategy and provided support to boutique managers during implementation.
- Coordinated and monitored the activities of various departments involved in production, warehousing, and logistics.
- Managed talent, oversees recruitment, and facilitated placement of necessary staff.
- Conducted regular sales performance reviews with the Director of Operations and target setting for improvement and devised strategies for customer retention and acquisition.

Gourmet Restaurants Management, Dubai, UAE

Jan 2018 – Sept 2021

Head of Operations

- Contributed to the pre-opening team and launch of Jelly Belly Ice Cream in the market, and subsequently oversaw the brand transition to Wonderbee Ice Cream.
- Spearheaded the openings and management of nine stores across five Emirates.
- Coordinated events such as the F1 Race in Abu Dhabi, Emirates Airline Rugby Sevens, DP World Tour Championship Dubai, and Abu Dhabi HSBC Championship-Golf with the "MINI" fleet.
- Led the newly established bakery team, collaborating with the production unit to develop innovative product ranges.
- Maintained optimal inventory levels to minimize wastage while averting out-of-stock situations across warehouses and stores, actively involved in warehouse operations and logistics scheduling.
- Implemented SOPs, training programs, and upheld brand standards to ensure exceptional customer service.
- Provided ongoing coaching and guidance to store managers, equipping them with effective training and sales techniques to optimize business performance.
- Drove the team towards achieving set sales targets, fostering motivation, and creating a conducive work environment conducive to peak performance.
- Oversaw recruitment and team development efforts, continuously enhancing manpower efficiency to ensure all shops operated at full capacity.
- Conducted thorough analysis and executed special projects assigned by the GM, aimed at boosting profitability, reducing costs, expanding sales volume, diversifying product portfolios, and enhancing customer experience.

Jack's Bar and Grill, Dubai International Airport

Jun 2013 – Dec 2016

Restaurant and Bar Manager, Emirates Leisure Retail

- Led the operational management of Jack's Bar & Grill, a unique retail and upscale casual dining establishment in collaboration with Brown-Forman, encompassing restaurant, bar, and merchandising components.
- Collaborated with the Executive Manager and Marketing Team to devise strategies aimed at achieving revenue targets.
- Spearheaded menu engineering and product development initiatives in partnership with the Group Executive Chef.
- Ensured the delivery of exceptional quality, service, and products to patrons.
- Assumed complete Profit & Loss responsibility and oversight for the outlet.
- Provided coaching to employees on performance-related issues, fostering a supportive and team-oriented atmosphere.
- Supervised and nurtured team members through training initiatives, conducted annual and mid-year performance evaluations, and managed employee relations in alignment with business growth objectives.
- Conducted monthly stock-takes, analysed results and discrepancies in collaboration with relevant departments, and ensured adherence to in-house control systems and audit requirements (HACCP, finance, policies and procedures, CCTV).
- Managed and addressed social media feedback and reviews from platforms such as TripAdvisor, Facebook, and customer feedback channels.

Professional Experience cont.

mOre Café, Dubai, UAE

Nov 2009 – May 2013

Area Manager, Al Tayer Group

- Directed the operations of five mOre café locations on behalf of the franchisee.
- Engaged in institutional sales through strategic networking, devised and executed initiatives such as promotions, special offers, events, catering, and delivery services.
- Ensured strict adherence to restaurant operations and brand guidelines mandated by the franchisor.
- Maintained optimal inventory levels to facilitate seamless operations, meeting customer demands, and ensuring supply chain efficiency.
- Oversaw the training and development of the team, conducted performance evaluations during annual appraisal cycles.
- Ensured appropriate staffing levels and calibre of personnel through effective recruitment processes, including key position interviews.
- Fostered a culture of continuous improvement and encouraged staff to maximize their potential, resulting in 100% customer satisfaction scores from mystery guests.

Previous Professional Experience

GCHS LeNotre Paris, Dubai, UAE

Sept 2008 – May 2009

Restaurant Manager

Palais de Congres La Poste, Visp, Switzerland

Aug 2006 – Apr 2008

Chef de Service

Restaurant Trächa, Switzerland

Apr 2001 – Jul 2006

Business Proprietor

Education

4*Romantik Hotel Julen, Zermatt, Switzerland

Jul 1994 – Jul 1997

Culinary Apprenticeship with Swiss Federal Diploma of Professional Education and Training

Languages

German - Fluent

English - Fluent

French – Conversational

Personal Details

Nationality: Swiss

Town of Origin: Saanen BE