

Contact

www.linkedin.com/in/basilalessa
(LinkedIn)

Top Skills

Consulting
Strategy
Leadership

Languages

Arabic (Native or Bilingual)
English (Native or Bilingual)

Honors-Awards

Saudi Aramco Scholarship
King Abdullah Scholarship

Basil Al Essa

President at Shawarmer
Saudi Arabia

Summary

Basil Al Essa is the President of Shawarmer, a leading national quick-service restaurant chain with over 120 branches in 24 cities. He has 15+ years of experience in general management, strategy and operations in multinational environments

Prior to joining Shawarmer, Basil was Senior Director of Corporate Strategy at Emaar Properties where he drove significant strategic, operational and organization impact and co-led the innovation and growth agendas. While at Emaar, Basil was seconded to co-lead the acquisition, and later the transition and transformation management of the landmark buyout of Kuwait Food Company (Americana Group)

Basil held senior roles at PepsiCo Africa, Middle East & South Asia (AMESA) leading sales and go-to-market (GTM) strategy and execution within both the beverage and snacks businesses in PepsiCo largest and most profitable sector. He led projects in India, Egypt, KSA, Pakistan, and China

Basil was a consultant at Bain & Company where he advised major corporations in GCC across a wide range of strategic issues. At Bain, Basil was primarily affiliated with the Retail, Consumer Products, Family Business and Private Equity practices and worked extensively in the Food & Beverage and FMCG segments. His client work included corporate and business unit strategy, organization effectiveness, sales force effectiveness, cost transformation, customer experience, commercial due-diligence, post acquisition value creation, post merger integration

Basil started his career as an engineer at Saudi Aramco as part of the highly selective CDPNE program

Basil holds a BS in electrical engineering from the Pennsylvania State University and a master's degree in management from Carnegie Mellon University

Experience

شاورمر - Shawarmer

President

2019 - Present (1 year)

Saudi Arabia

Emaar

Senior Director - Strategy & Business Development

2015 - 2018 (3 years)

United Arab Emirates

Drove significant strategic, operational and organizational impact within Emaar BUs, in particular properties, malls, hospitality and entertainment. Reported to the Chairman and CEO of Emaar Properties and worked directly with CXO / leadership team

Led real estate sales operating model transformation (strategy, structure, incentives, governance, capabilities, mgmt. system), sales automation (CRM), sales and marketing strategy development and implementation, sales partnerships, PMO set-up, Dubai Mall strategy, specialty leasing strategy, data driven market and customer insight function creation

Contributed to real estate development roll out planning, international sales strategy, cinema expansion projects, hospitality customer experience and segmentation program

Served as advisor to the Chairman on HR, leadership assessment and development, real estate development and marketing, and was part of group investment committee and led cross-functional innovation committee

Kuwait Food Company (Americana)

Vice President - Strategy & Transformation (secondment by Emaar)

2016 - 2017 (1 year)

United Arab Emirates

Seconded by the Chairman of Emaar as a member of \$3.5 billion leveraged buyout (LBO) transaction team and led commercial due diligence, franchisor negotiations, oversaw financial and strategic advisors

Subsequently served as Vice President and member of the Executive Committee post acquisition representing the new shareholder to drive value creation (topline growth, EBITDA expansion, capital efficiency)

Completed re-organization of the restaurant business from country to brand-led model including overhaul of major functions, governance structure, shared services center development, and the administration of right sizing exercise that saved \$15+ M in annual run rate. Centralized direct procurement and kicked off an aggressive spending optimization program resulting in initial savings of \$60+ M over \$1.5 B annual and ongoing improvement. Hired new management team including Restaurants CEO, FMCG CEO, CFO, CHRO, CSO, and CIO and independent board members. Rolled out new short-term (STIP) and innovative long-term incentives plan (LTIP)

PepsiCo

Manager - AMESA Sales Strategy

2014 - 2015 (1 year)

United Arab Emirates

Led regional teams design and implement winning go-to-market strategy and operating models within the AMESA sector (PepsiCo's most profitable sector). Reported to VP of Sales in AMESA

Covered India(beverage and snacks), Saudi Arabia (SSFL), Egypt (PCE), Pakistan FOBO

Projects include route-to-market transformation (vansell to presell), cost to serve (CTS) optimization, innovative tel-sell implementation, operational improvements and governance design, sector AOP and SBP

Bain & Company

4 years

Consultant

2012 - 2014 (2 years)

United Arab Emirates

Led strategy, organization, and operational projects for major multinationals, GCC corp., family groups and financial sponsors. Managed high performance (3-5 FTE) teams

Primarily focused on consumer goods and retail, family business, and private equity with significant experience in food and beverage (FMCG,

restaurants, supermarkets). Additional focus on telecom and media, economic development, and financial service

General practice (strategy, operational improvement and org) casework includes:

- Strategic review, 5-year strategy and implementation roadmap for leading KSA restaurant chain
- GCC Foodservice strategy for a leading global dairy producer company
- Food sector portfolio strategy for a major Saudi family business
- Full-potential strategy of food business units (multiple categories) for KSA family conglomerate
- Post-acquisition value creation plan of a telco distribution company for a major KSA Telco
- Spin-off, operating model set-up and org of advertising sales of a major newspaper
- Design and syndication of energy efficiency program for major GCC gov't organization
- Customer-experience led 5-year strategy transformation of a major KSA bank
- IT operating model transformation for KSA bank
- Redesign and implementation of budgeting and sales forecast process for major publisher
- Program Management Office (PMO) operating model set-up for major financial services co

Private Equity practice commercial due diligence and strategy casework includes:

- Major GCC restaurant chain (top 5 chain)
- Major KSA-based supermarket chain
- Major KSA-based bakery chain
- UAE-based casual dining chain
- Global shaving razor manufacturer (top 3)
- Major MENA FMCG distributor
- Sector strategy & target scan on logistics sector for PE arm of a major investment bank

Senior Associate Consultant
2011 - 2012 (1 year)
United Arab Emirates

Associate Consultant

2010 - 2011 (1 year)

United Arab Emirates

Idea Foundry

Portfolio Analyst (internship)

2008 - 2008 (less than a year)

United States

Supported 2 great innovative founders with commercialization, product and biz model development, market entry and funding

Startups: threeRivers3D (acquired), Intelomed

Saudi Aramco

Engineer

2005 - 2007 (2 years)

Saudi Arabia

Started my career as an electrical engineer at Haradh Gas Plant (PMI's project of the year) supporting a large industrial power system grid, and did multiple assignments across other plants in Southern Area Gas Operations and in people technical development

Education

Carnegie Mellon University

Masters, Management · (2007 - 2009)

Penn State University

Bachelor of Science, Electrical Engineering · (2001 - 2005)