

Basil Al Essa is the President of Shawarmer, Saudi Arabia's premier quick-service restaurant chain with over 120 branches across 24 cities. With 15+ years of expertise in general management, strategy, and operations, he drives growth and innovation in the foodservice sector while spearheading national expansion.

Prior to Shawarmer, Basil served as Senior Director of Strategy & Business Development at Emaar Properties (2015–2018), directly advising the Chairman/CEO on transformational initiatives across real estate, hospitality, and retail. He led high-impact projects including Dubai Mall's strategic repositioning, sales operating model redesign, and cross-functional innovation programs. During this tenure, he was seconded to co-lead Emaar's landmark \$3.5 billion leveraged buyout of Kuwait Food Company (Americana). As Vice President of Strategy & Transformation (2016–2017), he orchestrated post-acquisition value creation, restructuring the restaurant division into a brand-led model, centralizing procurement to save \$60M+ annually, and recruiting a new C-suite.

Earlier, Basil shaped commercial strategy at PepsiCo AMESA (2014–2015), PepsiCo's largest and most profitable sector, where he optimized go-to-market models across India, Saudi Arabia, Egypt, and Pakistan. His initiatives included route-to-market transformations and cost-to-serve reductions. As a Consultant at Bain & Company (2010–2014), he advised GCC multinationals, family businesses, and private equity firms on strategy, operational excellence, and M&A value creation. His portfolio spanned foodservice, FMCG, retail, and banking, including projects like a 5-year turnaround for a major Saudi restaurant chain and post-merger integration for a telecom distributor.

Basil began his career as an Electrical Engineer at Saudi Aramco (2005–2007), contributing to the Haradh Gas Plant (awarded PMI Project of the Year). He holds a Master's in Management from Carnegie Mellon University and a BS in Electrical Engineering from Penn State University, both earned under prestigious Saudi Aramco and King Abdullah scholarships.