

# BASSEM SLIM

Beirut, Lebanon

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## EXPERTISE

Leadership  
Project Management  
Customer Experience  
Concept Design & Optimization  
Training  
Menu Development  
Marketing  
Sales Management  
Ethics integrity  
Strategic Management  
Loss & Prevention Management  
Statistical Analysis

## Operational Skills

Menu Planning  
Cost control  
FOH & BOH Quality Assurance  
Inventory Management  
HACCP Compliances  
FOH & BOH Training  
Time Management  
Problem Solving  
Organizational Skills  
Food & Beverage Concept Development  
Marketing Research  
Budget & Control System  
Operation Manual

## References

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## PROFILE

Passionate and innovative professional with more than 30 years extensive experience in Hospitality Industry and successful background in the achievement of organizational growth. Effective consultant and trainer, with the ability to foster close and trustful relationship with clients and team member. Problem solving and strategic planning ability, ensuring that costs are controlled and revenue opportunities never missed. Capable of coordinating both large and small tasks, insuring that each team member in FOH and BOH contributes to build team unity and harmony. Financial evaluation, planning, market analysis and feasibility to evaluate the effectiveness of the operating processes. Data gathering and making recommendations for improvement.

## EXPERIENCE

### Senior Lecturer (Consultant/Trainer)

#### Lebanese American University

October 1999 – Present

#### BALAMAND UNIVERSITY

October 1999 – June 2017

❖ Teaching a requisite number of graduate classes, developing curricula and course material, supervising postgraduate students, attending conferences, conducting independent research and staying in touch with other researchers in the field. Serving on various committees at the Department. Accurately allocate resources and provide subject related and management advice to faculty. Courses are the below:

- Lodging Management
- Hospitality Strategic Management
- Food and Beverage Concept Development
- Revenue Management
- Economic Impact of Tourism
- Food Preparation
- Event and Convention Management

❖ Trainer and consultant for a wide range of hotels in the Far East, USA and Gulf Area. Liaising with Managers to determine training needs and objectives. Determine gaps in service or job performance to design an effective training program to promote efficiency and competitive advantage by developing the skills of personnel. Identify operational needs; improving one's work performance; improving organizational communications; increasing employee motivations; broadening the hotel's market segment and customer base; enduring customer satisfaction and loyalty; and increasing the levels of organizational performance and achievements. Demonstrating proper work techniques and practical skills in work settings. Below properties.

- Ritz Carlton Malaysia
- Mandarin Oriental Malaysia
- Shangri-la Malaysia
- Turtle Beach Florida
- Emirates Flight Catering
- Dubai World Trade Center

**Owner & General Manager****Slimco Trading & Marketing**

October 1999 Present

- ❖ Develop, distribute and grow SANITA (Member of INDEVCO group) in the area of Beirut and its suburb.
- ❖ Launch and distribute new brands in the market (FMCG: FOODY'S, SPIGADORO, CAMPIELLO.....).
- ❖ Distribute L'OREAL PARIS in the Lebanese Market.
- ❖ Develop high quality business strategies and plans ensuring their alignment with short-term and long-term objectives.
- ❖ Shape overall company strategy and direction, instilling an effective financial approach throughout the organization to help all parts of the business perform better.
- ❖ Make high-quality investing decisions to advance the business and increase profits.
- ❖ Enforce adherence to legal guidelines and in-house policies to maintain the company's legality and business ethics.
- ❖ Analyze problematic situations and occurrences and provide solutions to ensure company survival and growth.
- ❖ Manage and coordinate the processes for financial forecasting and budgets, Determining long-term business and financial planning.
- ❖ Preserve the assets of the organization by minimizing risk and running a tight finance operation that is efficient and effective.
- ❖ Oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission.
- ❖ Review financial and non-financial reports to devise solutions or improvements.
- ❖ Lead and motivate subordinates to advance employee engagement and develop a high performing managerial team.
- ❖ Build trust relations with key partners and suppliers.
- ❖ Maintain a deep knowledge of the markets and industry of the company.

**Area Manager (Houston/Florida/Arkansas/Alabama/Tennessee)****Denny's Restaurant (Olajuwon Food Holdings, Inc)**

March 1997 June 1999

- ❖ Developing Company's Mission Statement and Objectives.
- ❖ Supervising 26 units with a volume exceeding \$500,000/week
- ❖ Setting up and organizing new restaurants. Developing action plans for 10 restaurants in Detroit Area.
- ❖ Recruiting, training and supervising staff. Responsible for developing and monitoring a total of 85 managers.
- ❖ Agreeing and managing budgets.
- ❖ Assessing and improving profitability by Maximizing sales. .
- ❖ Problem solving.
- ❖ Preparing statistical and financial records.
- ❖ Assessing Menu efficiency.
- ❖ Ensuring compliance with licensing, hygiene, health and safety legislation/guidelines.
- ❖ Promoting and marketing the business.
- ❖ Maintaining and increasing standards of customer service. Checking customer enquiries and complaints.
- ❖ Setting sales targets.
- ❖ Providing the team with a stimulating and supportive environment.
- ❖ Perform weekly and monthly front and back of the house inspection.

**Manager / General Manager /Ass. District Manager Houston Area****Denny's Restaurant (Olajuwon Food Holdings, Inc)**

July 1994 March 1997

- ❖ Handling customer enquiries and complaints.
- ❖ Overseeing stock levels.
- ❖ Ordering supplies.
- ❖ Taking reservations.
- ❖ Greeting and advising customers.
- ❖ Problem solving.

- ❖ Preparing and presenting staffing/sales reports.
- ❖ Preparing statistical and financial records.
- ❖ Assessing and improving profitability.
- ❖ Setting targets.
- ❖ Handling administration and paperwork.
- ❖ Performing weekly and monthly inventory control.
- ❖ Organizing and motivating the crew to perform different job functions with the primary focus on efficiency.
- ❖ Setting strategies to Increase sales and profit
- ❖ Training and developing employees.
- ❖ Promoting and marketing the business

#### **Casino Supervisor/Marketing Assistant**

##### **Mirage Resort- Las Vegas**

June 1993

July 1994

- ❖ Supervising all casino table games operations and making sure all gaming rules, state laws and federal regulations are followed appropriately.
- ❖ Managing the table games staff and assessing each employee's ability to deliver pleasant service to customers.
- ❖ Reviewing suspicious customer behavior, identifying instances of card counting, cheating or marking and notifying the authorities when needed.
- ❖ Recording large cash and credit transactions in the casino when required by federal or local laws, and completing the appropriate paperwork.
- ❖ Assigning staff on the table games and making adjustments during the shift if needed.
- ❖ Recruiting and hiring new gaming dealers for the department, developing training programs and participating in employee performance reviews each quarter.
- ❖ Referring customers who are displaying troubling signs of compulsive gambling to resources that offer help for gambling addicts.

#### **Front office / Food & Beverage (Management Training Program)**

##### **The Ritz Carlton Hotel Houston- Texas USA**

May 1991

June 1993

- ❖ Operating and monitoring the reservation system.
- ❖ Developing and operating an effective communication system with front office staff and other departments.
- ❖ Supervising daily registrations and check-outs.
- ❖ Overseeing and developing employees.
- ❖ Establishing in-house sales programs at the front desk.
- ❖ Performing daily night-audit.
- ❖ Preparing budgets and cost-control systems.
- ❖ Forecasting room sale.
- ❖ Managing and coordinating all banquet activities.

#### **Education**

##### **PWC – Facilitation Workshop**

**June 2024**

##### **CORNELL UNIVERSITY (On line Certificate)**

August 2013- 2017

- ❖ Advanced Hospitality Leadership.
- ❖ Hotel / Restaurant Revenue Management.
- ❖ Advanced Hospitality Strategic Marketing & Brand Innovation.
- ❖ Advance Hospitality Pricing & Demand Strategies.

##### **UNIVERSITY OF HOUSTON**

##### **Conrad N. Hilton College of Hotel & Restaurant Management**

##### **C.T. Bauer College of Business Executive**

- ❖ MS in Hospitality Management

May 1991- August 1993

- ❖ Upper Level Courses in operation Management

##### **BEIRUT UNIVERSITY COLLEGE (LEBANESE AMERICAN UNIVERSITY)**

