

# ABDEEL MAKWAHLI, MBA

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## CHIEF OPERATING OFFICER

Exponential Revenue Growth | 85% Share Price Surge | International Adulation

*“Makwahli succeeded in halting the company’s descent into the abyss, eradicated debt, increased revenues by 125%, and has presided over a truly golden era” Arabian Business Review (April 2015)*

**V**isionary leader, wealth creator, and game changer with a glistening track record of success in transforming the fortunes of underperforming businesses. Lauded far and wide for expertise in generating revenue, eliminating superfluous costs, and building world-class cross-functional teams.

**Market Domination | Competitor Elimination | Debt Eradication | Profit Maximization**

Business Leadership | Strategic Planning | Fiscal Management | Debt & Equity Financing  
Human Resource Management | Project Management | Process & Procedure Creation  
Process Improvement | Systems Implementation | Sales & Marketing | Negotiations

## SELECTED SUCCESS STORIES

**Dynasty Development Company | Industry: Real Estate | Market cap (AED '000): 3,095,412**

As Chief Operating Officer, personally negotiated and secured 14 mega project development contracts **valued at (AED'000) 12,199,000** to deliver the biggest combined commercial win in the company’s history.

**Erased (AED'000): 1,145,000 of debt and increased revenues by 125%** to deliver unprecedented profitability.

**Cementworks International | Industry: Industrial | Market cap (AED '000): 2,839,592**

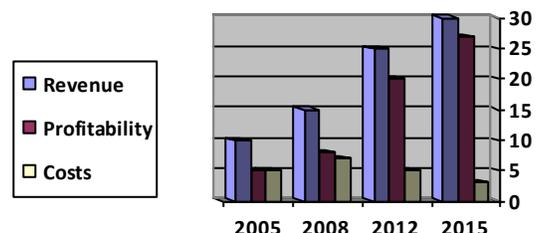
Upon arrival as Senior Vice President of Operations, succeeded in resuscitating an ailing industry giant by dramatically improving product quality, availability, and selection. **Increased revenues by 155%, reduced operating costs by 34%, and secured 8 of the top 10 commercial accounts in the country.**

## CAREER HISTORY

**DYNASTY DEVELOPMENT CORP.**  
**Chief Operating Officer, Dubai, UAE**

**2005 to Present**

- **Challenge:** Inherited operational control of a company that was stacked with debt, unproductive, and unprofitable. Tasked with transforming the business.
- **Action:** Championed a complete overhaul of the management structure, instituted world-class training systems, and slashed operating costs by 16%.
- **Result:** Delivered unparalleled success in the form of \$30 billion worth of contracts during tenure to date.



- Initiated an extensive operational audit of all business units to identify cost reduction and process improvement opportunities. **Reduced non-productive headcount by 25%, streamlined counterproductive and cumbersome contract bid processes, and jettisoned (AED) 55,000,000 in non-essential inventory.**
- Embarked on an ambitious initiative to assume total control of new real estate development contract allocations. Set-up an industry association chaired by Dynasty Corp. employees and secured widespread recognition as the #1 market player. **Secured 80% of all mega project contracts issued since 2005.**

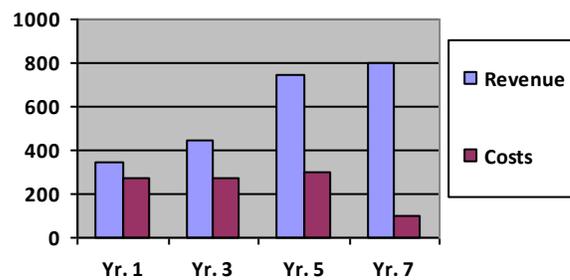
## CEMENTWORKS INC.

1998 to 2005

### Senior Vice President, Operations, Dubai, UAE

Organizational Leadership | Inspirational Management | Business Turnaround | Cost Reduction

- **Headhunted by CEO** under intense pressure from the board of directors and shareholders to initiate the turnaround of a company spiralling into obscurity.
- Instantly initiated a review and re-development of the corporate product offering, and **generated (AED'000) 1,145,000 in revenue inside 12 months.**
- Capitalized on the momentum generated by early wins to embark on a full-scale re-branding of a core product which had fallen into 5<sup>th</sup> spot in the marketplace. **Skillfully marshalled the re-branding and marketing strategy, and reclaimed #1 spot inside 12 months with revenues generated totalling (AED) 2,995,000.**
- Commissioned an audit of all supplier relationships and inventory management practices and **led the re-negotiation of 4 key supplier contracts which saved (AED) 1,115,000 per year.** Implemented a new inventory management strategy which realized **savings in excess of (AED) 995,000 per year.**



## MAGNA MINERAL WATER & PROCESSING COMPANY

1995 to 1998

### Operations Manager, Dubai, UAE

Business Start-Up & Development | Regulatory Compliance | Process Improvement

- **Acted as a key member of the senior leadership team** responsible for negotiating natural spring water access and production rights with the local, regional, and national authorities. **Implemented highly-efficient processing methods which improved productivity by 45% and reduced material waste by 65%.**
- Envisioned, developed, and implemented production management processes incorporating Six Sigma methodology. **Reduced manufacturing cycle time by 18%, increased yield by 57%, and increased capacity utilization to 98%.**

## EDUCATION & PROFESSIONAL DEVELOPMENT

Wharton School of Business, University of Pennsylvania, USA

**MASTER OF BUSINESS ADMINISTRATION**

University of Wollongong, Dubai, UAE

**BACHELOR OF BUSINESS ADMINISTRATION**

## JUSTIFICATION

Abdeel was in dire need of a resume refresh. He approached me with a specific opportunity in mind that he wanted to apply for and my initial thought, having read the detailed description for his target job, was that he simply didn't have the requisite skillset.

However, as it turned out, this initial impression was incorrect - it was his resume that spectacularly failed to highlight his value. Having drawn out his key achievements and essential success metrics, we built a resume that has secured him an interview with his target employer. He is currently moving through the latter stages of the recruitment process.

The monetary values used in this document are in United Arab Emirates Dirham (AED). Where the text reads (AED'000), this is an abbreviated format used to denote billions. Not all values are in billions, therefore some numbers simply say (AED) followed by the value.