

LEON ERASMUS RHEEDER

Operations Manager | Area Manager | Head of Operations — Multi-Unit F&B and Restaurant Operations

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South African · Self-sponsored Bahrain resident: no visa cost, no notice period · Available immediately · Open to relocation · Driving licence

Double the projected opening revenue · 32% food / 20% labour held for 3 years · 97.5% staff retention · 8 openings in 5 countries · \$20M+ portfolio

EXECUTIVE SUMMARY

Multi-unit F&B operator who opened a Bahrain flagship at double its revenue projection and held food cost at 32% and labour at 20% across 11 restaurants (\$20M+) for three years. 30+ years from dishwasher to Division Head of Operations across Bahrain, the GCC, East Africa and South Africa. Every month a site runs without tight controls it pays in food cost, wastage and staff who walk out; I close those leaks from week one, with career averages of 31.79% food cost, 1.3% wastage and 93.8% staff retention.

CORE SKILLS

Operations & Compliance: Multi-Unit Restaurant Operations · Area Management · P&L Management · SOPs · Brand Standards · Franchise Compliance & Audits · CHAMPS · HACCP & Food Safety · Quality Assurance

Commercial: Budgeting & Forecasting · Food Cost & Labour Cost Control · Gross Margin Protection · Expense Reduction · Inventory & Wastage Control · Procurement & Supplier Management · KPI Reporting · Revenue Growth

Growth & Openings: New Restaurant Openings · Pre-Opening Planning · Market Entry · Central Kitchen Set-up · Menu Engineering · Beverage Programmes · Delivery Operations (Talabat)

People & Systems: Recruitment · Training & Development · Succession Planning · Retention · Guest Experience · Cross-Cultural Leadership · Micros POS · SevenRooms · Microsoft 365 / Excel · AI Workflow Automation

PROFESSIONAL EXPERIENCE

Division Head of Operations — Al Zain Hospitality (Crazy Pizza franchise), Manama, Bahrain

Dec 2023 – Jun 2024

- Opened the flagship at double its revenue projection, fully booked with waiting lists through the early months, by taking it from first hire to opening in 3.5 months despite a six-month construction delay.
- Achieved 100% audit compliance from day one and gross margin above 70% by building the division's SOPs, quality controls and franchise standards from zero.
- Staffed the launch with ~45 trained employees by creating recruitment, onboarding and service-training pipelines, alongside head-office accounting and procurement.

General Restaurant Manager / Brand Operations — Noor Enterprises Holding (Sash Café), Riffa, Bahrain

Apr 2019 – Mar 2022

- Grew F&B sales 35% year on year and cut expenses 13% while holding 92% guest satisfaction, by resetting service standards, commercial routines and cost controls. Won Best Café 2021 (Riffa Culinary Excellence Award).
- Lifted overall sales 10% through the pandemic by moving ~80% of sales to delivery and takeout and redesigning channels, menus and fulfilment.
- Grew Talabat sales 22%, beverage revenue 10% and service metrics 45% through new offers, delivery execution and floor accountability.
- Opened a new revenue line with Ramadan gathering boxes, run end to end from glassware sourcing to pricing and execution.

Head of Operations / Acting Operations Director — Mandela Group (Café Java's & The Food Hub), Uganda & Kenya

Aug 2018 – Jan 2019 (six-month contract)

- Brought operating cost in ~25% below projection by rolling out SOPs, recipe cards and franchise compliance across two countries.
- Delivered 2 store openings and the group's first central kitchen in Kenya inside six months, coordinating imports from South Africa, the UAE and across Africa.
- Promoted 60% of the training pipeline internally, and stepped up to Acting Operations Director in week one for a 16-store, 650+ person, ~\$33M group.

Multi-Country Area Manager — Alshaya Group (IHOP), Kuwait, Qatar, Bahrain & Lebanon

Oct 2014 – Jul 2018

- Held food cost at 32% and labour at 20% for three straight years, with gross margin above 70%, across 11 restaurants, 450+ staff and \$20M+ annual revenue, by enforcing forecasting, purchasing, inventory and scheduling routines.
- Kept 97.5% of a 450+ team over four years (only 2.5% left) and promoted 26 people into senior management by developing Store Managers and succession plans.
- Delivered 4 new-store openings in Bahrain, Kuwait and Lebanon (a new market), leading pre-opening, recruitment and franchise readiness.
- Grew beverage revenue 8.5% by launching a beverage and smoothie programme.
- Passed regional franchise audits three years running by standardising HACCP, food-safety and corrective-action routines.
- Named Franchisee of the Year with IHOP (Alshaya as franchisee), after two Franchisee of the Year wins at Cape Town Fish Market.

Operations Consultant, Concept Design & AI Integration — GionCorp Enterprises (freelance), Bahrain

Jun 2024 – Present · also Apr 2022 – Nov 2023

- Hands QSR, casual and premium dining clients ready-to-run SOP libraries, training frameworks, operating models and P&L tools, plus AI forecasting, admin automation, menu development and food photography.

Earlier Career — South Africa (1996 – 2014)

- **Patrão / GRM, Nando's Long Street flagship, Cape Town (2014):** passed every financial, food-safety and brand audit through peak trade with 40+ staff.
- **Field Operations Manager, Role Advisors / Role Hospitality (2010–2013):** reduced site-to-site variation for Nando's, Spur, Cape Town Fish Market, Dros and Steers franchisees with central audit frameworks; ran store audits and visual-merchandising roll-outs for Edgars Group and Joshua Doore.
- **General Manager, Cape Town Fish Market, Cresta then Southdowns Irene (2007–2010):** Franchisee of the Year, two years running, by tightening supply-chain controls and cutting waste.
- **Restaurant General Manager, KFC / Yum! Brands, Gauteng (2004–2007):** ran QSR stores on the CHAMPS system in Germiston, Grayson Drive, Sandton and Fourways.
- **Barney's Pub & Grill and Stones Entertainment, Bloemfontein (1996–2004):** dishwasher to Manager, then Senior Bar Manager and acting AGM; bar P&L, events, procurement and first SOPs.

EDUCATION & DEVELOPMENT

- High School Diploma (Senior Certificate), President Steyn High School, Bloemfontein (1998)
- 51 LinkedIn Learning certificates (2021–2026) incl. Lean Six Sigma Foundations, Operational Excellence Foundations, Operations Strategy for Business (PMI), Quality Management for Operational Excellence (PMI), Applying Generative AI as a Business Professional

Languages: English (fluent), Afrikaans (fluent), Dutch (basic) · References on request