

LEON ERASMUS RHEEDER

GLOBAL RESTAURANT OPERATIONS EXECUTIVE | MULTI-UNIT P&L & MARGIN PROTECTION SPECIALIST

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EXECUTIVE PROFILE

Operations executive with 30 years of international experience preventing capital bleed, rescuing delayed franchise launches, and protecting multi-million dollar P&Ls across the GCC and Africa. Proven antidote to stagnant revenues, bloated food costs, and operational friction in high-volume environments. Failing to secure this level of oversight guarantees ongoing margin erosion and lost market share. Self-sponsored Bahrain resident available immediately with zero relocation friction or visa overhead.

CORE COMPETENCIES & RISK MITIGATION

- **Financial & Margin Defense:** Full P&L Ownership | Strict Cost Ceilings (32% Food Cost) | Expense Reduction (13–25%) | Wastage Suppression (1.3%)
- **Operational Crisis Management:** Multi-Site Franchise Governance | Delayed Launch Recovery | Supply Chain Optimization
- **Compliance & Enterprise Security:** 100% HACCP Audit Compliance | Health & Safety Risk Elimination | Brand Standard Governance

PROFESSIONAL EXPERIENCE

Operations Consultant – F&B & Hospitality

Aug 2024 – Present

GionCorp Enterprises — Bahrain

- **Accelerated concept-to-opening timelines and eliminated operational friction**, delivering scalable SOP libraries, training frameworks, and P&L optimization models for multiple QSR, casual, and premium dining clients across Bahrain.

Division Head of Operations

Dec 2023 – Jul 2024

Al Zain Hospitality (Crazy Pizza Franchise) — Manama, Bahrain

- **Eliminated a catastrophic launch failure**, securing 200%+ above projected opening revenues and immediate full-capacity daily bookings by forcefully clawing back a flagship franchise opening within 3.5 months despite inheriting a damaging 6-month construction delay.
- **Prevented operational chaos and regulatory penalties**, delivering 70%+ operating margins and 100% audit compliance from day one by engineering an entire brand division from scratch and training 45+ staff to international franchise standards.

General Restaurant Manager / Brand Operations

Apr 2019 – Mar 2022

Sash Café (Noor Enterprises Holding) — Riffa, Bahrain

- **Halted revenue stagnation and market irrelevance**, capturing the *Best Café 2021 – Riffa Culinary Excellence Award* by forcing a 35% year-on-year revenue surge and a 13% expense reduction while locking customer satisfaction at 92%.
- **Averted catastrophic pandemic revenue collapse**, preserving pre-pandemic cash flow baselines by instantly executing an emergency operational pivot that redirected 80% of sales into newly engineered delivery and takeout channels.

PROFESSIONAL EXPERIENCE (CONTINUED)

Multi-Brand Operations Manager

Aug 2018 – Jan 2019

Mandela Group (Café Java's & The Food Hub) — Kenya & Uganda

- **Stopped severe supply chain cash leaks**, slashing operational expenses by 25% through aggressive vendor audits and rigorous structural optimization across East African regional units.
- **Prevented high leadership churn and talent drain**, establishing standardized training pipelines that drove a 60% internal promotion rate for expanding coffee chain properties.

Multi-Country Area Manager

Oct 2014 – Jul 2018

IHOP (Alshaya Group) — Kuwait, Qatar, Bahrain, Lebanon

- **Protected a \$15M+ annual revenue portfolio from margin bleeding**, maintaining strict financial defense lines across 11 units with hard caps of 32% for food cost and 20% for labor while securing 70%+ operating margins.
- **Eliminated destabilizing employee turnover**, dropping attrition rates by 25% and facilitating 26 internal promotions across four complex GCC markets through a mandatory Store Manager development framework.
- **Secured compliance and brand integrity**, executing 4 flawless new store openings under intense market pressure while driving an 8.5% increase in regional beverage revenue.

General Restaurant Manager

Jan 2014 – Sep 2014

Nando's — Cape Town, South Africa

- **Protected brand equity in a high-risk high-volume market**, passing all financial, food safety, and audit inspections while managing 40+ staff through peak operational volume on Long Street.

Field Operations Manager

Mar 2010 – Dec 2013

Role Hospitality — Western Cape, South Africa

- **Eliminated multi-site variance and operational drift**, designing centralized audit frameworks and compliance protocols across managed venues in the Western Cape.

Progressive F&B Leadership Roles

Feb 1996 – Feb 2010

KFC, Cape Town Fish Market, Spur Steak Ranches — South Africa

- **Advanced from entry-level dishwasher to General Restaurant Manager** across 14 years, building deep foundational command over multi-brand franchise systems, guest recovery, and floor execution.

TECHNICAL & SYSTEMS EXPERTISE

- **F&B Systems:** Pilot, Gulp, Surve, Gumnut, SevenRooms, Micros, Gold
- **Business Analytics & Infrastructure:** Advanced Microsoft 365, Business Intelligence, AI/ML Operational Integration
- **Governance & Risk Frameworks:** HACCP Implementation, Food Safety Audits, Brand Standard Compliance

EDUCATION & CERTIFICATIONS

- **High School Diploma:** President Steyn High School, South Africa (1998)
- **Key Certifications (51+ Total):** Lean Six Sigma Foundations | Ken Blanchard Servant Leadership | Operations Strategy for Business (PMI) | Quality Management for Operational Excellence | Audit and Due Diligence Priorities *(Full verification library via portfolio / LinkedIn)*