

# Muhammad Javed

Senior Hospitality Operations & Commercial Director

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## Professional Summary

Results-driven Hospitality Executive with 14+ years of leadership experience in 5-star hotels across Saudi Arabia and GCC markets. Proven track record of delivering 120–135% revenue performance, increasing occupancy by 30%, reducing operational costs by 18%, and leading cross-functional teams of 95+ employees. Expert in luxury hotel operations, revenue optimization, group & corporate sales expansion, OTA channel management, pre-opening strategy, and GCC religious tourism market (Umrah & Hajj segments). Demonstrated ability to penetrate 10+ international source markets and build high-performing commercial teams.

## Core Competencies

- Hotel Operations Management
- Revenue & Yield Optimization
- GCC Religious Tourism Market Strategy
- Corporate & Group Sales Expansion
- International Market Penetration
- OTA Pricing & Distribution Strategy
- Regulatory Compliance & Audit Management
- Budgeting & Forecasting
- STR & RevPAR Performance Analysis
- Pre-Opening & Turnaround Leadership
- Cost Control & Expense Reduction
- Contract Negotiation & Vendor Management
- Luxury Guest Experience Excellence
- Team Leadership & Talent Development

## Professional Experience

### Operations Manager / Assistant General Manager

Yanobi Resort – Madinah, Saudi Arabia | 2024 – 2025

- Directed full hotel operations including Front Office, Housekeeping, F&B, Engineering, and Administration.
- Improved operational efficiency by 22% within 12 months.
- Reduced annual operating costs by 18% through structured KPI frameworks and budget control.
- Led and developed 95+ employees, reducing staff turnover by 25%.
- Achieved 20% month-over-month revenue growth during peak Umrah season.
- Improved guest satisfaction scores to consistently exceed 92%.

### Acting Sales Director

Ruve Al Madina Hotel (5-Star) – Madinah, Saudi Arabia | 2018 – 2024

- Delivered 120–135% revenue achievement across six consecutive fiscal years.
- Managed and expanded 150+ corporate, wholesale, and travel trade accounts.
- Increased repeat business by 40% through contract restructuring.
- Expanded sales presence into 10+ international markets (Far East, Europe, South Asia, GCC).
- Improved RevPAR by 18% via OTA rate optimization and demand forecasting.
- Led and mentored 18-member sales team with consistent quarterly growth.
- Strengthened online conversion ratios and digital channel contribution.

### Sales Manager

Hyatt International Hotel (5-Star) – Madinah, Saudi Arabia | 2016 – 2018

- Closed first operational year at 110% of assigned revenue targets.
- Secured airline crew, pharmaceutical, and government contracts contributing 35% of total room revenue.
- Increased OTA contribution by 28% within 18 months.
- Delivered 15% annual ADR growth through competitive market analysis.
- Generated weekly forecasting reports and STR analytics for executive decision-making.

### Senior Sales & Marketing Manager

Makarim Umm Al Qura Hotel (5-Star) – Makkah, Saudi Arabia | 2014 – 2016

- Surpassed annual revenue budgets by 125% under DUR Hospitality benchmarks.
- Increased seasonal occupancy by 30% during Hajj & Umrah cycles.
- Expanded corporate and wholesale portfolio by 45%.
- Increased direct booking inquiries by 20% through digital positioning strategy.
- Managed group allotments and high-demand pricing structures to maximize yield.

### **Sales Manager**

Holiday Villa Hotel (5-Star) – Madinah, Saudi Arabia | 2011 – 2014

- Promoted internally from Executive Secretary to Reservation Manager and Sales Executive.
- Consistently achieved 115%+ sales targets.
- Managed relationships with 80+ travel agents and wholesalers across GCC and Asia.

### **Sales Executive**

Al Muna Kareem Radisson Blu Hotel – Madinah | 2009 – 2010

### **Sales Executive**

Al Harithyah Hotel (Former Sheraton) – Madinah | 2004 – 2009

## **Education**

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### **Bachelor of Science (B.Sc.)**

Bahauddin Zakariya University – Multan, Pakistan

## **Professional Training & Certifications**

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- Revenue Management & Yield Optimization
- STR Global Revenue Reporting & Benchmarking
- Opera & Fidelio Property Management Systems
- Radisson Blu “Yes I Can” Service Excellence
- Corporate RFP & Contracting Platforms
- Complaint Resolution & Service Recovery
- Train-the-Trainer Program
- Fire Fighting & Emergency Response

## **Personal Strengths**

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- Flexibility and quick to embrace new concepts
- Ability to build positive working relationships
- High integrity and spirit of teamwork
- Self-driven, optimistic and hardworking
- Excellent interpersonal and reflection skills
- Strong Work Ethics
- Humble & Honest

## **Languages**

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English | Urdu | Punjabi | Arabic

## **Reference**

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Adequate References May Be Furnished If Desired!