

Transformational Retail & E-Commerce Leader | Driving Scalable Growth, Digital Innovation, and Operational Excellence Across the GCC

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EDUCATION

- **B.Sc. in Biochemistry** from King Saud University, Riyadh, Saudi Arabia in 1991

CORE COMPETENCIES

- Strategic & Commercial Leadership
 - Commercial Planning & Forecasting
 - Strategic Sales Planning
 - Budgeting & Resource Allocation
 - Change Management & Operational Excellence
- Retail & Omnichannel Operations
 - Retail Operations Management
 - E-Commerce & Omnichannel Retail
 - Visual Merchandising & Store Layout
 - Promotions & Campaign Execution
 - Customer Experience (CX) Strategy & Management
- Supply Chain & Inventory Optimization
 - Inventory Control & Optimization
 - Demand Planning & Sales & Operations Planning (S&OP)
 - Supply Chain Coordination
 - Loss Prevention & Regulatory Compliance
 - Vendor Relations & Procurement
- Data, Systems & Performance Intelligence
 - KPI Development & Performance Monitoring
 - Master Data Governance & Automation
 - SAP-MM & ERP System Integration
 - Forecast Accuracy & Predictive Analytics
- People & Organizational Development
 - Cross-Functional Team Leadership
 - Staff Training & Talent Development
 - Stakeholder & Vendor Engagement
 - Culture Building & High-Performance Team Management
 - Leadership Coaching & Succession Planning

FOUAD SALKA

PROFILE SUMMARY

- ❖ **Dynamic and forward-thinking operations executive** with over **three decades** of progressive leadership across retail, e-commerce, and commercial planning **within the GCC**. Recognized for crafting transformative strategies that drive operational scalability, omnichannel excellence, and sustained profitability. Combines deep expertise in multi-unit retail management with a sharp commercial acumen—successfully leading cross-functional teams and enterprise-wide initiatives that align execution with corporate vision.
- ❖ A **proven catalyst for digital innovation**, and revamping customer service frameworks. **Driven a 10% increase in online sales**, enhanced customer engagement, and significantly improved service resolution metrics. Known for leveraging analytics-driven decision-making and advanced forecasting models to align supply chain, procurement, and demand planning—**achieving 95%+ product availability, reducing stockouts by 25%, and improving forecast accuracy from 68% to 87%.**
- ❖ Led **operations for 12 high-volume stores** and directly **managed over 70 personnel**, consistently surpassing sales and performance targets. Adept at commercial planning, **including 12-month rolling forecasts**, promotional strategies, and aligning inventory, procurement, and marketing to meet shifting demand. Well-versed in master data governance, and dashboard-based reporting for executive-level insights and operational clarity.
- ❖ Renowned for elevating business performance through **structured governance, real-time performance management, and continuous improvement**. Successfully launched new retail formats, revitalized underperforming units, and embedded operational excellence to boost revenue per square meter and customer lifetime value.
- ❖ A **strategic partner to the C-suite** with **end-to-end P&L ownership, policy development expertise, and a reputation for stakeholder alignment**. Skilled in nurturing leadership pipelines, fostering accountability, and leading teams through transformation and high-growth phases.
- ❖ Bringing a **rare blend of hands-on operational insight and strategic foresight**, this profile is ideally suited for leadership roles in organizations seeking to scale, modernize, and lead in competitive, consumer-driven markets.

WORK EXPERIENCE

- Saudi Co. For Hardware (SACO), KSA, Riyadh | Sept’91-Dec’24
- Role:
- As eCommerce Support Manager
- ❖ Led the evaluation of digital sales performance across categories and departments, generating strategic insights that informed campaign design and improved revenue contribution across digital channels.
 - ❖ Enhanced product visibility and discoverability by upgrading content, integrating premium visuals, and refining product categorization—leading to improved conversion rates across key categories.
 - ❖ Developed and executed annual promotional calendars, aligning with seasonal trends and corporate campaigns, which significantly improved brand traction and customer acquisition.
 - ❖ Collaborated with marketing and commercial teams to coordinate campaign timelines and ensure cohesive execution across touchpoints.
 - ❖ Designed and tracked performance metrics to optimize digital campaign ROI, using real-time analytics to refine content, messaging, and placement.
 - ❖ Strengthened vendor collaboration to improve inventory flow and supply chain responsiveness, reducing stockouts during high-demand periods.
- Key Achievements:
- ❖ Achieved a **10% increase in online sales** by revamping customer service SOPs and enhancing the end-to-end digital shopping experience.
 - ❖ Maintained **>95% stock availability** through predictive inventory tracking and streamlined Click & Collect and home delivery workflows.

TECHNICAL SKILLS

- ● Pivot Chart
- ● Pivot Table
- ● SAP MM

CERTIFICATIONS

Management Skills Training (3-Day Intensive Workshop) from ACE Hardware Corporation, Riyadh in 2012)

SOFT SKILLS

- ● Strategic Thinking & Visionary Leadership
- ● Decision-Making & Problem-Solving
- ● Active Listening & Effective Communication
- ● Stakeholder & Relationship Management
- ● Change Management & Adaptability
- ● Communication & Executive Presence
- ● Leadership & People Development
- ● Emotional Intelligence & Cultural Awareness
- ● Conflict Management
- ● High Business Ethics & Trustworthy

As Commercial Forecasting & Planning Analyst:

- ❖ Delivered actionable planning dashboards including VOG, COGS, and forecast variance reports to drive executive decision-making.
- ❖ Analyzed multi-year sales trends, seasonal behaviors, and promotional effects to construct highly accurate demand forecasts.
- ❖ Collaborated with Sales, Procurement, and S&OP teams to synchronize planning cycles with revenue and inventory goals.

Key Achievements:

- ❖ Increased forecast accuracy from 68% to 87% within six months by integrating promotional calendars and market dynamics into planning models.
- ❖ Enabled continuous 12-month rolling forecasts, aligning cross-functional units with business targets and reducing planning gaps.
- ❖ Reduced overstock and out-of-stock events by 25%, optimizing safety stock levels and improving supply-demand balance.

As Master Data Manager:

- ❖ Improved data integrity and system performance through comprehensive audits, database tuning, and query optimization.
- ❖ Developed and implemented robust validation protocols, ensuring the reliability and consistency of enterprise master data.
- ❖ Built interactive dashboards and automated reporting tools in partnership with IT and BI teams to accelerate insight generation.
- ❖ Led cross-functional upgrades to data enhancing system responsiveness and commercial process efficiency.

Key Achievements:

- ❖ Significantly reduced data anomalies and processing delays by implementing automated ingestion tools and a centralized data governance model.
- ❖ Empowered business leaders with visual insights that shaped strategic initiatives and drove performance across retail, wholesale, and e-commerce functions.

As Operations Manager:

- ❖ Directed retail operations across flagship locations in Riyadh, managing teams of 30–70 staff and ensuring best-in-class customer service across high-footfall formats of 4,000–12,000 SQM.
- ❖ Oversaw the launch of four new branches, from planning to full-scale rollout, in partnership with marketing, supply chain, and merchandising teams.
- ❖ Revamped store layouts and merchandising strategies to drive higher in-store conversions and reinforce brand presentation.

Key Achievements:

- ❖ Consistently surpassed sales targets, achieving 110–120% of revenue goals through tactical upselling, cross-selling, and targeted in-store promotions.
- ❖ Reduced shrinkage and wastage to <1% by implementing rigorous inventory audits, optimizing replenishment cycles, and enforcing loss prevention policies.

PERSONAL DETAILS

Date of Birth: 24th January 1968
Languages: Arabic & English
Nationality: Syrian
Visa Status: Residence Visa
Passport No: N016513339 (Valid Until 2029)