

KHALEEL ALSANI

AREA / CLUSTER / REGIONAL RETAIL OPERATIONS MANAGER

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Open to relocation across Saudi Arabia, the GCC and Jordan

PROFESSIONAL SUMMARY

Area and Regional Retail Manager with 13+ years in retail, sales, customer service and commercial operations across Saudi Arabia, the UAE and Jordan. Led five Riyadh stores (SAR 33M annual sales) and six Northern Region branches (SAR 28.9M), with full P&L accountability. Combines multi-branch field and remote leadership, Store Manager development, commercial growth and digital innovation.

SKILLS

Retail Operations: Cross-Functional Coordination, Multi-Branch Leadership, Area / Cluster Management, Store Openings, SOP Compliance, Corrective Action Plans, Loss Prevention

Commercial Performance: Full P&L Accountability, Gross Margin, Cost Control, Budget Performance, Sales Targets, KPI Reviews, Footfall, Conversion, ATV, UPT

Inventory and People: Inventory Control, Stock Availability, Product Mix, Sell-Through, Sell-Out, Replenishment, Visual Merchandising, Customer Experience, Performance Management, Workforce Planning, Onboarding, Succession Planning, Clienteling

Digital and AI: Dynamics 365 ERP Integration, SQL, Power BI, Advanced Excel, Prompt Engineering, React, TypeScript, APIs, AI-Assisted Development, Workflow Automation

PROFESSIONAL EXPERIENCE

Area Manager - Northern Region | Orange Bed & Bath

Saudi Arabia | Feb 2025 - Present

- Lead six branches across Madinah, Yanbu, Tabuk, Al Jouf and Arar, with **40+** employees and approximately **SAR 28.9M** in annual sales.
- Support Riyadh stores on site while leading Northern Region operations remotely through field visits, KPI reviews, Store Manager ownership and corrective action plans.
- Monitor **625K+** annual visitors, **116K+** transactions and **18.7%** conversion; achieved **18%** LFL ATV growth against the prior-year period through coaching, clienteling and cross-selling.
- Reduced stockouts by **40%** through sell-through and sell-out analysis, inventory control, replenishment and cross-branch transfers.
- Maintained zero turnover in Al Jouf and Arar and below **10%** in Tabuk; developed and promoted Store Managers at Al Noor Mall and Alia Mall.
- Supported a Madinah store opening and seasonal launches; monitored staffing costs, overtime and branch expenses against budgets.

Area Manager - Riyadh Region | Orange Bed & Bath

Riyadh, Saudi Arabia | Oct 2023 - Feb 2025

- Managed five Riyadh stores, **40+** employees and approximately **SAR 33M** in annual sales.
- Delivered **22%** Q1 LFL revenue growth versus the prior-year quarter through sales-target execution, KPI reviews and margin-aware product-mix decisions.
- Reduced staff turnover from **60%** to **20%** and extended average tenure from two to eight months through onboarding, coaching and performance management.
- Promoted Store Managers at Riyadh Park and Riyadh Gallery; standardised operations, service and stock routines, and coordinated a new store opening.

Financial Services Advisor | Al Ansari Financial Services

Dubai, UAE | Aug 2021 - Jul 2023

- Ranked among the top 5% of 500+ advisors for sales while maintaining transaction accuracy, compliance and service quality.

Store Manager | Tala Store

Irbid, Jordan | Apr 2019 - Apr 2021

- Delivered 15% annual revenue growth and reduced staff turnover by 35% through daily targets, team coaching and clearer accountability.

Assistant Store Manager (progressed from Sales Associate) | Alshaya Group - H&M

Irbid, Jordan | Nov 2015 - Mar 2019

- Progressed from Sales Associate to Department Manager and Assistant Store Manager; twice recognised as Employee of the Month.
- Increased department ATV 8%, raised UPT from two to four and met targets for five consecutive months; supported a two-floor fashion store with approximately 25 employees.
- Covered for the Store Manager, contributing to Q2 and Q3 targets and executing visual standards, markdowns, promotions, seasonal launches and stock counts.

Sales Representative | Al Qawasmeh Co.

Irbid, Jordan | Apr 2012 - Sep 2015

- Managed territory coverage, customer relationships, product explanations and sales-target follow-up.

PROJECTS

ORA Cockpit - ERP-Integrated Retail Operations Intelligence Platform

- Built an ERP-integrated retail intelligence platform for six branches, transforming Dynamics 365 sales, stock and employee data into live management reporting and actionable KPIs.
- Significantly reduced manual Excel analysis through automated reporting and real-time visibility; led requirements, data mapping and validation with AI-assisted development using SQL, React, TypeScript, APIs and Vercel.

Bayani - AI-Enabled Personal Finance and Automation Platform

- Built an AI-enabled financial management platform connecting transaction analysis, automated bank-message workflows and Gemini-powered insights.

EDUCATION

BSc Computer Science (in progress; expected 2029) | University of the People | Jan 2026 - Present

Diploma in Well Drilling Technology (Engineering Programme) | Al-Huson University College, Al-Balqa Applied University, Jordan | 2021

CERTIFICATIONS

Building and Managing a High-Performing Sales Team; Leadership: Practical Skills (LinkedIn Learning, 2023); CAMLS (Al Ansari Financial Services); Fundamentals of Digital Marketing (Crown Prince Foundation, 2021).

LANGUAGES: Arabic: Native, English: Professional Working, German: Intermediate