



# Leon R. Erasmus

## Brand Operations Manager

### ABOUT

Participative management professional with 26 years of experience in QSR, Event Management, Fine Dining, Banquets, and Casual Dining across South Africa, the Middle East, and East Africa. With progressive leadership experiences, I have created a passion for surpassing financial and service objectives via a combination of world-class service delivery, lean operating methods, renewed marketing directions, negotiating and direct people development, incentive-driven rewards for team achievement, and process improvement, and continuous improvement. I derive genuine pleasure from transforming high-potential staff into outstanding leaders.

### EDUCATION

1987 - 1998  
Senior Certificate, Grade 12,  
High School/Secondary  
Certificate

## WORK

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Apr 2019 - Mar 2022 (3 years)

### General Manager Brand Operations

*Noor Enterprises Holding SPC- Sash Café*

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Aug 2018 - Jan 2019 (6 months)

### Multi Brand Operations Manager

*Mandela Group of Companies (Cafe Java's and The Food Hub)*

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Oct 2014 - Jul 2018 (3 years 10 months)

### Multi-Country Restaurant Area Operations Manager

*Alshaya Group - IHOP*

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Mar 2010 - Sep 2014 (4 years 7 months)

### Field Operations Manager

*Role, Hospitality Specialists*

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May 2007 - Feb 2010 (2 years 10 months)

### General Manager

*Cape Town Fish Market*

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May 2004 - Apr 2007 (3 years)

### General Manager

*Yum! Brands International*

## CONTACT

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## WORK SUMMARY & ACHIEVEMENTS EXPERIENCE

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- Managing 10+ stores across four middle east countries (Kuwait, Lebanon, Bahrain, and Qatar)
- Managing 10+ stores across 2 African countries (Kenya & Uganda)
- Opening a new store in a new market (Lebanon)
- Opening of two stores in Kenya and Uganda
- Full planning, Construction oversight, to final setup of 4 New Stores
- Budget Planning and controlling of P&L to achieve targets
- Received "Franchisee of the year" for IHOP & Cape Town Fish Market, while working for them.
- Developing a Succession Plan for my regions, promoting 26 employees in 3 Years: 3 Area Managers, 6 Restaurant Managers, 5 Assistant Manager Roles, 12 Supervisor roles
- Involved in menu development of new Menu items, LTO, and full development of a new Beverage Menu.
- I am maintaining a stable food cost throughout the year that is reduced every year.
- Ensuring a positive working environment with an open-door management style, and ensuring objectives and targets are known, and we all work towards one goal.
- Constantly developing myself and updating on market trade and competitors to ensure we stay up to date and meet customer needs and expectations.

## LICENSES & CERTIFICATIONS

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- 15 Secrets Successful People Know About Time Management - LinkedIn
- Ken Blanchard on Servant Leadership - LinkedIn
- Project Leadership - LinkedIn
- The Six Morning Habits of High Performers - LinkedIn

## SKILL

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Multisite Operations  
Management  
Menu Development and Costing  
P&L Accountability, Expense Control & Month End Reporting  
SOP Creation and Implementation  
Analysis & Problem Resolution  
Goal-Setting & Attainment  
Health & Safety Compliance  
Employee Training, Coaching & Empowerment  
Policy & Procedure Development  
Budget Formulation & Administration  
New Store Opening (360 planning)  
Workflow Planning & Prioritization  
Supply Chain management  
Change Management & Staff/Culture Integration  
Delivery Implementation

## SOFTWARE

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Microsoft Office (PowerPoint, Word, Excel and Outlook)  
Pilot, Microsoft, Gumnut (POS Software)