

BRIAN MOHANAD HOURANI

FMCG | Strategic Procurement Leader | Retail and Operations Leader

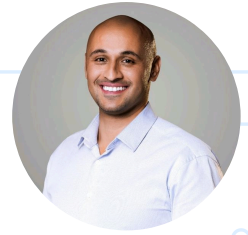
+64 21 884 322

<https://www.foodhacker.co.nz>

New Zealand Citizenship

hourani@gmail.com

New Zealand



EXPERIENCE

Founder & Contract Consultant

Food Hacker Limited

2020 - Present New Zealand

Food and Beverage Consulting, Product Innovation, Trade Development, Retail Food Supply Security

- Retail, Foodservice, and Industrial Consulting as a Contractor to major well known B2B and B2C operations in APAC Region.
- Built robust Procurement Strategies and food supply security for the food industry across APAC Region. Including Costco, Woolworths, Foodstuffs, Starmax, Service Foods, Bidfood, NAFDA and Industrial customers.
- Achieved improved product innovation by developing simplified systems and processes.
- Enhanced food supply security for top APAC food giants, including Costco and Woolworths.
- Innovated products, increasing efficiency by 22% through streamlined processes.
- Managed procurement budgets for 4 major projects.
- Facilitated stakeholder engagement and relations across over 20 key parties and corporate partners.

General Manager

Westie Food Group Ltd / Good Vibes Company Ltd / Blacklock and Francis Ltd

2020 - Present Auckland, New Zealand

AUNZ Food Manufacturing, Distribution, Retail, Wholesale

- Led, Managed, and Secured Government RFX Procurement tenders valued at \$26.2 million yearly across multiple Government ministries.
- Won a \$12.2 million private label supply contract with Foodstuffs NZ.
- Created a celebrated company culture and improved financial reporting.
- Budgeting financial reporting accuracy by 28% by project managing and implementing automated IT Services and processes, through project management and implementation of ERP and Mobile Apps development.
- Managed Procurement and Sales budgets totaling \$68 million dollars for various departments.
- Secured 4 new strategic partnerships, increasing revenue by 29%.
- Increased team productivity by an average of 32% by implementing targeted training programs and HR practices.
- Enhanced stakeholder satisfaction through regular communication and feedback loops.
- Expanded and developed business, reaching a customer base of over 600 nationally.
- Lead a team of 220 staff, set KPI's in line with organisation visions, goals, strategies and budgets.

SUMMARY

An accomplished leader in FMCG, highly committed and enthusiastic about the opportunity to leverage expertise in strategic procurement leadership, operational leadership, and innovations. Passionate about driving growth and operational efficiency within a dynamic team. With a strong alignment to the values of quality and sustainability, aim to harness skills to inspire and lead a high-performing team, and elevate the company's stakeholders, market presence both domestically and internationally.

EDUCATION

Master of Business Administration

Auckland University of Technology

2022

Future Leaders Executive Development

Singapore Management University

2018

Postgraduate Diploma in Business Administration

Auckland University of Technology

2016

Diploma in Hospitality Management

Auckland University of Technology

2002

LANGUAGES

English

Native



Arabic

Proficient



INDUSTRY EXPERTISE

Procurement & Supply Chain Leadership

FMCG, Retail, HORECA, Foodservice, Industrial

Sales, Marketing, Retail Operations

International & Commodities Trading

IT Services, ERP, SAP, Mobile Apps

EXPERIENCE

General Manager, NZ

Allied Pinnacle / Champion Flour

📅 2018 - 2020 📍 New Zealand

AUNZ Food Manufacturing, Wholesale, Distribution

- Managed operations with an annual turnover of \$112 million.
- Key customers Service Foods, Bidfood, Foodstuffs, Woolworths, The Warehouse Group, and Industrial Customers.
- Reversed a -24% year-on-year trajectory to a positive +36%.
- Achieved 24% annual savings through supply chain optimization.
- Increased DIFOT from 67% to 92%.
- Secured contracts with 6 major clients, expanding customer base.
- Managed budget of ~ \$90 million for optimal resource allocation.
- Increased client portfolio by 32% through effective business development strategies.
- Successfully led a team of 12 employees for improved performance.
- Engaged with 16 stakeholders to enhance project success.
- Coordinated with 6 stakeholders to streamline processes.

National Business Manager, NZ

Foodfirst Limited

📅 2015 - 2018 📍 New Zealand

National Food Distributor, Wholesale, Retail

- Secured a 33% increase in the Foodfirst Trading sector over 3 years.
- Managed tenders and contracts worth \$70+ million.
- Acquired new national accounts contributing over \$9 million.
- Managed and led 24 cooperative owner operator members nationally.
- Increased supplier network by establishing a procurement partnership with NAFDA Australia, a \$2.3B turnover organisation.
- Managed budgets of 13 projects annually with precision.
- Drove business growth by expanding client base by 19%.
- Enhanced team performance by implementing training & development programs for over 120 staff across the network.
- Increase in stakeholder satisfaction through targeted engagement.
- Achieved improvement in stakeholder relations by implementing streamlined communication strategies.

PAST - Variety of Leadership and Operations Positions,

📅 1997 - 2015

Continental Trade Merchants Limited - APAC Regional Manager.

K.Hartwall / Retailquip AUNZ Limited - General Manager.

Rapid NRG / Haunui International Limited - Products and Brands Manager.

Unilever Australasia - Sales Manager.

Hilton Hotels - Banquets Events Lead.

Accor Hotels - Banquets Supervisor.

Foodstuffs Limited - Butchery Supervisor.

SKILLS

| | | |
|--|---|------------------------|
| Leadership | Strategic Sourcing | Team Leadership |
| Risk Management | Project Management | |
| Operations Management and Leadership | Distribution | |
| Stakeholder Engagement & Management | Hard & Soft Goods | |
| Procurement Leadership | Food and Beverage | Retail |
| Communication | IT Services Project & Management | |
| HR Management & Leadership | General Merchandise | |

STRENGTHS



Team Leadership and Empowerment

Ability to create an envied inclusive team culture to enhance successes through understanding, coaching and support.



Strategic Operations Leadership

Strategic and Functional FMCG end to end leadership across Projects, Procurement, Sales, Marketing and Operations. Defining and refining strategies; execution, efficiency and effectiveness.



Innovation and Business Strategy

Expert in creating innovations. Converting unmet market needs into long-term profitable ventures in Retail, B2B, and B2C.



Contract Management

Skilled in managing high-value procurement contracts. Led \$68 million budget management across departments.



Sales & Operations Leadership

Proven track record in reversing declining sales and operational efficiency.



Strategic Sourcing & Procurement

Expertise in procurement strategies and stakeholder engagement for sustained success. Access to over 1200 suppliers globally.

MOST PROUD OF



Passion, Commitment, Success

Unwavering drive towards delivering on profitability, business turnarounds, and continuous improvement.



Contribution Towards Advancement of the APAC Food and Beverage Industry

Delivering on visions through meaningful complex yet simple strategies.



Procurement Tender Success

Secured high value procurement tenders across government ministries and Retail brands.



Team Performance Boost & Culture

Increased team performance metrics by 32% in under a year through building a solid team culture.



Supply Chain Savings

Achieved 24% annual savings through improved supply chain.



DIFOT Improvement

Enhanced DIFOT from 67% to 92% in two years.