

## **S.Moussallati (PhD)**

**Passport:** British

**Languages:** Fluent in English, Arabic, Romanian & comfortable in Latin.

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### **Summary**

A highly motivated individual who for over two decades has managed and developed several businesses in the UK & Abroad. I excel in creating and motivating team spirit and leading by example. I have built a reputation for developing successful businesses which achieved and sustained profitability for many years (plus at times selling and/or merging with other companies.) I have been the MD for manufacturing & producing companies, commercial companies, import & export companies, a property company, a marketing & distribution company, represented & developed markets for major international brands, taken on franchise's and been a professional business consultant & a director within the sports industry.

My focus as Production Director would be to oversee & daily ensure all business departments keep developing to their optimal.

I offer a depth of business knowledge, having many years of high level experience in directing/managing:-

Staff (human resources), multi operations & departments, manufacturing schedule's & process improvements (on both micro & macro scales), production cost efficiency, lean techniques, in depth marketing strategies, corporate KPI's, production development & expansion, sales, procurement & supply chain, company USP's, health & safety guidelines, finances, inventory controls, logistics, various FMCG business's, and building very profitable distribution networks & strategic channels for my companies.

### **Professional experience**

#### **Xcellent Pro Consultants Ltd... 2012 – Current – Managing Director – UK**

1. Sourcing internationally (importing) and supplying Marketing & Promotional Products to the sports industry.
2. In the past years I have been Commissioned by various consortiums to do in depth business due diligence on football clubs. In 2016/2017 alone I examined the business workings of 7 major English football clubs with the view to change of ownership.

#### **Middle East Corporation Holding...1998 – 2012 – Managing Director – UK/Syria**

1. Managed & directed a Property portfolio worth over £100m.
2. Directed the Manufacturing and the Supply Chain of a large Textile plant, plus the Import and Export of Commodities, Beverages & FMCG (foods.) Average yearly turnover between £16m to £20m. Employed over 100 staff.
3. Majority shareholder & International Chairman for over 12 years for one of the biggest football clubs in the Middle East and Asian continent (Al-Ittihad FC) crowned Asian Champions in 2010. Achieving enormous commercial success.

#### **Xcellent Consultants LLC... 2004 – 2012 – Managing Director – UK/UAE**

1. Managed & directed the import and export of Commodities, Textiles, Beverages & FMCG (foods.) Responsible for development, strategy, sales and the end to end supply chain process (Supply Chain Management.)
2. Advised on Business & Commercial matters numerous sports clubs in the Arab Gulf and Asia.

#### **Xcellent Consultants Ltd...2005 – 2011 – Managing Director – UK**

1. Managed the Import and export of Textiles & Beverages - Trading domestically & internationally.
2. Managed & developed a multi-million Commercial Program for the Syrian Football Federation. Negotiated a five year contract for a major English football club in Syria (development of the international set up.)
3. Owned & managed a High Tech Fitness Center in Manchester.

#### **Halliwell Consultants Ltd...1999 – 2005 – Managing Director – UK**

1. Sourced from East Europe and the Far East – Textiles, Commodities, Beverages & FMCG and Imported & Exported the products in container loads. Commercially trading & distributing to clients in the UK, EU, Africa and Middle East.

#### **Halliwell International PLC...1992 – 2005 – Managing Director – UK**

1. Directed a Commercial Trading and Manufacturing business in 3 different countries - England, Syria & Nigeria. Operating in Textiles, Beverages & Food Products / Commodities. Importing / Exporting to the EU, Africa & Middle East. Average yearly turnover between £50m to £70m. Employed over 1,000 staff.
2. Represented and facilitated numerous multi-million pound football transfers in the UK & Internationally.

#### **Halliwell Manufacturing Ltd...1992 – 2002 – Managing Director – UK/Romania**

1. Directed the FMCG Production/Manufacturing of the leading foreign Food Factory in Romania producing Crisps (Halli-Lulu) and were the market leader. Created a very large, efficient and successful distribution network covering and linking the whole country with numerous offices, partners, strategic depo's and countless sales points covering both retail & whole sale (public and private sectors.) Also imported and distributed Beverages & FMCG throughout the country & region (neighboring countries) on my distribution network. Average yearly turnover of over £30m. Employed over 3,000 staff.
2. Partners in a football Academy that yearly unearthed & developed footballers that become elite professional footballers.

#### **Halliwell Trading Ltd...1992 – 2002 – Managing Director – UK/Romania**

1. Imported & distributed Raw Materials to the Textile industry, being the first and biggest importer of Yarns and Fibers into Romania.
2. Imported & distributed Commodities, Beverages and FMCG for well-known International Brands on the network I created. Average yearly Imports of between £12m to £16m.

#### **Halliwell Entertainments Ltd...1993 – 2001 – Managing Director – UK/Romania**

1. Directed a company dedicated to creating commercial, marketing and promotional strategies for our Textiles, Beverages & FMCG (all in house.) We also branded, marketed and supplied promotional materials and strategies to our clients within the sports & entertainments industry. Average yearly turnover between £15m to £20m.

### **Academic Qualifications**

PhD degree: - Sports Business Management (Total Focus on the Business & Economics.) – completed 2008.

BSc degree: - Business & Economics – completed 1992.

(Salford University & Central Pac University.) (St. Ambrose Boys Grammar School, Hale, Cheshire, Manchester, England.)

Officially Licensed English Football Association (FA) & International Federation of Football (FIFA) - Pro Industry Consultant - since 1992.