



ZIAD KADDOURA

Ziad Kaddoura started his career in Florida in 1988 as a business consultant within the food and Beverage and retail industry, focusing on everything from Investment strategy to Business development, managing the business development of franchises such as Checkers, and Stars Cleaners to just name a few, as well as some retail commercial malls. He moved back to the Middle East in 1993, where he worked with McDonald's Corporation as a marketing and PR manager for the Middle East, mainly responsible for the introduction and development of the brand across the Middle Eastern region. In addition to Marketing and PR, Ziad was also in charge of research and site selection as part of the International team.

In 2000, Ziad joined the Mars Corporation as a Food Business Development Director, where his role focused on setting up and developing the food division thru a Multi-functional team, including Sales, Retail, Marketing, R&D, Human resources and manufacturing.

With all the business consultancy experience acquired thru the years working with top ranked world brands, Ziad, with the help of his partner, ventured to start their own consultancy business,, Global Consulting Services, located in Dubai, UAE.

GCS is today known to be the leading hospitality and retail consulting firm in the Middle-East. Under the umbrella of GCS, Ziad managed, owned and acquired world and regionally renowned Franchises, such as The Melting Pot, BICE Restorante, Outback Steakhouse, Auntie Anne's, Café Ceramique, BICE, MBCo, Chocolate Bar, Entrecote Café de Paris and Lush Fresh HandMade Cosmetics, just to name a few.

Ziad and his partner have also signed strategic alliances with the USA most renowned Retail Design and Brand Identity Firm, King-Casey, and is licensed by a leading franchising consulting firm, IFranchise Group, servicing clients such as Starbucks, Tim Hortons, McDonald's, Ace hardware, subway, just to name a few.

Ziad has been instrumental in directing and advising Companies from around the world with the development of their businesses in different regions, leading to the opening of hundred's of Food and Beverage, Hotels, Retail brands and outlets, and several factories.

With 28 years of achievements in Retail, F&B and FMCG, brand building, Franchising, business development and consulting, others have endorsed him with the following skills:

- Strategy and Business development
- Brand development, brand management and Product Launch
- Franchising and business documentation
- Financial analysis
- Hospitality and Retail Expert
- Project Management Expert
- Multi cultural: experience in USA, GCC, Levant, North Africa, and Asia.
- Market Assessment and Global Brand Expansion"

Global Consulting Services is also proud to be associated with the following world Renowned consultancy firms:

- King-Casey Retail Branding and Design Firm <http://www.king-casey.com>
- TBCI, Hospitality Planning, Design and Precurement services <http://www.theobarbercompanyinc.com>
- IFranchise Group, The World's Premier Franchise and Documentation Consulting Firm <http://www.ifranchisegroup.com>
- DM&A, The Leading Consulting and Program Design Firm Healthcare Food Service Industry <http://www.destination10.com>