

# SAMPLE 8

## HEADLINE

**Manufacturing Pro || Strategist & Technology Thought Leader || Performance & Capability Development & Management || Product Management || Environment Sustainability**

## SUMMARY

If you are actively looking for someone who has the cited Subject Matter Expert (SME) for Beverage & Snacks related manufacturing, if you have plans of positioning your business as a leader, or taking the manufacturing business capability, profitability & efficiency to the next level, then your search ends at Mark Basheer - the man with a potential to translate all of your goals into achievements.

With over 14 years of allied technical expertise & achievements, Mark is known for clear thinking, flawless execution and creating robust strategies in a variety of manufacturing and business settings to achieve improvements in plant & employee productivity, equipment efficiency, environment sustainability, and safety and logistics. Presently at PEPSICO as MENA Sr. Manufacturing Manager – PO1 Beverages & Snacks, he is shouldering accountability of strengthening processes, improving transparency, and channelizing operations of 14 beverage & snacks plants (constituting of 58 production lines in addition Manufacturing excellence support for MENA franchise plants across 14 countries, 34 plants and 126 production lines - Beverage Plants) in the same direction to attain organizational mission & vision.

As a Transformational & Thought Leader, Mark has toppled the old-fashioned plant culture & practices by introducing a new framework & operating practices that paved a way in enhancing manufacturing productivity, building trust to facilitate the change and attuning people & processes to deliver best-in-class results, globally. Multi-award winner, he ensures “what is implanted is sustained in the long term” and knows “how to manage people across organizational hierarchy”. He is also experienced in routing environment sustainability GHG, Energy Reduction and Water Reduction/Recycling initiatives to support AMENA Sector.

Networking with key decision makers in multi-cultural business setting across the world, entrepreneurial vision, win-win solutions, and dynamic presentations are his typical attributes. He is just a click away and would welcome association with business leaders and innovators. Connect with him @ [sample8@gmail.com](mailto:sample8@gmail.com).

## SPECIALITIES

Strategic Business Growth & Expansion  
Turnaround Operations & Change Leadership  
Franchise & Company Owned Plants Management  
Project Management  
Optimization of Manufacturing Performance  
Manufacturing Facilities Management & Excellence  
Development & Deployment of the AOP & Strategic Business Plan  
Ideation & Roll-out TPM (AM & PM)  
Process & Cost Optimization

Building Performance Driven Teams & Units  
Process Re-engineering & Development  
Total Quality Management (TQM)  
Digitization of Manufacturing Plants  
Statutory Compliance & Safety  
Value Engineering  
Maintenance, Installation & Commissioning  
Supply Chain Management

#### AWARDS EARNED

- ▣ Elevating Manufacturing Performance Award, presented by PepsiCo's MENA President – 2017
- ▣ Special Operation Achievement Award by AMEA Operations President for automating the AOP & SBP process – 2014
- ▣ Operations Excellence Award, presented by PepsiCo's MEA President - 2014
- ▣ PepsiCo's Chairman's Award for Operations (CCOC) from PepsiCo's Chairman Indra Nooyi in 2012
- ▣ Above & Beyond Award presented by the PepsiCo's AMEA President for exceptional performance – 2011
- ▣ Appreciation Award for significantly improving performance presented by GCC Business Unit GM. 5 – 2010

#### ORGANISATIONAL EXPERIENCE

##### PEPSICO

**MENA Sr. Manufacturing Manager – Power of One Beverages & Snacks - Dubai – UAE**  
Since Mar 2017

In the senior managerial capacity, Mark is leveraging his industrial aptitude in strengthening processes, improving transparency, and getting 14 beverage & snacks plants (constituting of 58 production lines in addition Manufacturing excellence support for MENA franchise plants across 14 countries, 34 plants and 126 production lines - Beverage Plants) moving efficiently to chase and attain organizational mission & vision. Also, he is acting as a Subject Matter Expert (SME) for:

- ▣ Beverage related manufacturing across the different platforms (Returnable & Non-Returnable Glass Bottles, Cans, PET Cold Fill, PET Hot fill, Glass Hot fill, TetraPak Aseptic and EloPak)
- ▣ Snacks related manufacturing across the different platforms (PC - Potato Chips, TC - Tortilla Chips, EP - Extruded and RBS - Backed Production).

Besides, he is routing environment sustainability GHG, Energy Reduction and Water Reduction/Recycling initiatives to support AMENA Sector. All throughout, he has promoted a collaborative, high performing, equal opportunity, and an open-door organizational culture through employee empowerment initiatives in addition to preparing skill matrix and developing manufacturing related training programs.

##### **Milestones Achieved:**

- ▲ Transformed the manufacturing culture as per PepsiCo's methodologies and eradicated old practices.
- ▲ Identified/reduced over \$3 M manufacturing overheads (fixed & variable MOH) by benchmarking similar tier plants.

- ▲ Single-handedly rolled out PepsiCo's best practice tools and KPIs foundational tools at franchise plants in Dubai, Oman, Algeria, Saudi, Lebanon, etc.
- ▲ Brain behind conducting bottom-up rollout for PepsiCo Strategic Plans and the Annual Operating Plan including guidelines & targets setting for MENA Beverage and Snacks plants.
- ▲ Led Manufacturing Reviews/Analysis in recent 3 years to help reposition MENA Snacks & Beverage Plants to be Best-In-Class within PepsiCo Global Sites; From Manufacturing Efficiency perspective, 6 MENA Plants holds status among top 10 plants globally

## **PEPSICO**

### **MENA Performance Manager - Dubai - UAE 2015 – 2017**

Owing to the performance excellence, he was chosen to optimize manufacturing performance of Beverages & Snacks MENA manufacturing facilities to reach best in class performance across core manufacturing KPIs. In this role, he developed and deployed the AOP & Strategic Business Plan in addition to automating AOP and PepsiCo Strategic plan cycle in line with PepsiCo's simplification strategy. He ideated and rolled-out TPM (AM & PM) at both Beverage and Snacks plants.

In addition, he exhibited a fair and consistent management approach in laying down and amending TPM guidelines for PepsiCo sites; optimizing production lines to maximize headcount efficiency; and establishing continuous improvement plans based on LSS and PepsiCo internal programs. Milestones achieved:

- Single-handedly deployed efficiency enabler tools, waste reduction tools and sustainability tools across MENA.
- Conducted manufacturing and warehousing audits for MENA sites to ensure alignment with PepsiCo's methodologies; conducting TPM audits and leading improvement action plans.
- Recognition of accomplishments in the areas of identifying & selecting productivity improvement opportunities and shifting projects that support AOP; and follow-up on F-MOH and V-MOH costs.
- Successfully completed the project for "Saudi Snacks" business and identified over 1MM in productivity.
- Managed the Chairman's Centre of Excellence awards program for MENA by selecting candidates and providing the write-ups.
- Conducted manufacturing performance related trainings for company owned and franchise businesses in addition to offering coaching, mentoring, sponsor support for improvement projects / initiatives.

## **PEPSICO**

### **MEA Capability & Sustainability Manager - Jeddah – Saudi Arabia 2013 – 2015**

He was promoted as MEA Capability & Sustainability Manager and tasked to evolve capability agenda for MEA sites (company owned bottling plants & snacks plants and franchise owned bottling operations) aimed at ensuring year-on-year improvement for core KPIs. He effectuated PepsiCo's best practice tools related to manufacturing capability, productivity, environment sustainability & crewing optimization. Value offered to the business span:

- Rolled-out PepsiCo's annual operating and long term strategic business plan pertaining to manufacturing capability that in-cooperates Manufacturing KPIs, Environment KPIs, Quality KPIs, Safety KPIs, Capacity/Utilization and Supply Chain.

- Challenged production personnel to create an action-based culture of continuous improvement and accountability to improve their capabilities/KPI's, including growth, productivity, asset utilization, inventory, and customer satisfaction.
- Functioned closely with the manufacturing sites to develop compelling & results-driven action plans and accomplished all MEA capability needs and resources thorough execution.
- Augmented sites capability and delivered annual volumes by improving on as-built capacities & maximize equipment utilization.
- Deployed technological resources, improved & created standard operating procedures, and aided the development of SAP integrated manufacturing performance systems.

**PEPSICO, Riyadh, Saudi Arabia**  
**Manufacturing Manager**  
**2009 – 2012**

He was handpicked by the management to re-start the closed production process in “PepsiCo NCB Plant in Riyadh (IRC)” producing Tropicana, Lipton Ice Tea, Gatorade, Bario and Frutz and leveraged manufacturing expertise and streamlined recurring manufacturing & quality issues. He strategically contributed in developing the production department’s annual MOH budget, ensuring monthly tracking of spending, monitoring OT & daily labor utilization. He also established production area performance standards followed by aligning organization on improvement plans and results. Partnered with R&D in the development of new products, namely, Bario and Frutz.

Highlights of the role include:

- Turnaround the plant to full production capacity within a short span of 3 months by resolving all manufacturing quality issues that lead to the shutdown of plant and brought down waste by over 40% over the course of 1 year.
- Effective in development, testing, commissioning & production of Braio (Malt based drink); and Frutz (Carbonated Fruit drink).
- Dismissed all technical manufacturing challenges and steered measures for product stability improvement/testing in association with PepsiCo’s R&D Teams.
- Benefitted the plant by recording enhanced production compliance from 30% up to 85%; reducing waste by 40%; improving efficiencies approx. 25% for all lines; doubled productivity to almost 60 cases per employee worked hour.
- Reduced energy and water usage by almost 30% for both due to production optimization and scheduling in addition to implementing environment sustainability programs.

**Key programs rolled-out:** Production waste deep dives; Lines crewing optimization; Quality inspection protocols & facility & production process audits; Reversed the manufacturing mentality of the plant staff from volume driven to quality & volume driven; Improved the safety culture by regular safety audits.

**SMLC PEPSI-COLA, Chouiefat, Lebanon**  
**Production Manager – Non-Carbonated Beverages**  
**2006 – 2009**

As Production Manager, he administered manufacturing of the key SKUs namely Tropicana Nectar Glass, Tropicana Premium Juice, Tropicana Juice Tetra-Pak, and Mr. Juicy Tetra-Pak with key involvement in management & development of the production team comprising of 4 lines supervisors, 15 operators, 5

quality staff and 20 daily workers. He also managed Plant Maintenance, Expanded the plant by installing/commissioning new lines.

The role saw him leveraging skills in applying technical insight in production scheduling and manufacturing while maintaining coordination with General Management, Production Department, Maintenance Department, Spare Parts Department, Quality Department, Product Availability Department, Raw Material Department, Purchasing Department, and Human Resources Department.

Highlights of the role include:

- ▀ Worked on line crew optimization by introducing swing crews which contributed in reducing juice waste from 6% to 2%.
- ▀ Managed Juices Department Budget viz. Operating Costs, Machine and Building Maintenance Cost, Over Time, etc.
- ▀ Brain behind developing & implementing new systems viz. new lines design layouts by learning AutoCAD; installing new Tetra-Prism Line; Design/Layout & Installation of a new Juice with dice cans line

#### **SMLC PEPSI-COLA, Chouiefat, Lebanon**

##### **Acting Quality Manager – Implementation of PepsiCo International Quality Systems 2004 – 2006**

His professional journey started as Acting Quality Manager – Implementation of PepsiCo International Quality Systems, where he was held accountable for streamlining manufacturing quality process & GMPs across 6 CSD production lines, 1 BIB line and 3 Juices lines with accountability of handling operations of a 3 RO water treatment plant.

To achieve organizational goals, he managed a multitude of responsibilities viz. introduction & testing of new products and packages; approving/disapproving suppliers; negotiating for best price; and coordinating Quality Department efforts with Pepsi International. He also controlled incoming raw materials quality i.e. Pre-forms, Closures, Crowns, Glass Bottles, Labels, Trays, Concentrates, and Sugar, etc. Provided leadership to Beverage Preparation, Chemists, Micro, Water Treatment and Packaging Teams.

Highlights of his role include:

- ▀ Availed the opportunity to work with reputed suppliers at national & international level namely Pepsi International, ALCOA, Amcor, Bericap, Henkel, Johnson Diversy, Petco, Tetra-Pak, etc.
- ▀ Imperative in management, manufacturing, development and market availability of the BIB package.
- ▀ Updated Labs and introduced new GMPs to the production facility besides updating the pest control programs for the production facility and warehouses.

## **EDUCATION**

#### **Bachelor of Business Administration (B.B.A.)**

American University of Beirut  
2002 to 2004

#### **Bachelor of Science in Physics (B.S.)**

American University of Beirut  
1999 to 2002

## TRAININGS & COURSES

- ▣ Manufacturing and Warehousing Training (Dubai - 2004)
- ▣ PI Quality Systems Training (Ireland - 2005)
- ▣ HACCP Training (Lebanon - 2005)
- ▣ Manufacturing and Warehousing Training (Lebanon - 2006)
- ▣ Plant Facility and Manufacturing Process Auditing Training (Syria - 2006)
- ▣ Manufacturing and Warehousing Training (Jeddah – 2007)
- ▣ NCB Quality Systems Training (Riyadh – 2007)
- ▣ Creative Problem Solving (Lebanon – 2009)
- ▣ Time Management (Lebanon – 2009)
- ▣ Inclusions Training (Guangzhou – 2010)
- ▣ Train the Trainer (Dubai – 2010)
- ▣ M&W Stage 1 Training (Riyadh – 2010)
- ▣ Advanced Communication Skills (Jeddah – 2011)
- ▣ Modern Safety Management (Riyadh – 2011)
- ▣ AIB Food Safety (Riyadh – 2011)
- ▣ Great People Manager Training (Jeddah – 2011)
- ▣ Water & Energy Sustainability Training (Guangzhou – 2011)
- ▣ Re-Con Stage 0/1 (Riyadh – 2011)
- ▣ Occupational Health and Safety (Riyadh – 2011)
- ▣ TPM Edge Training (Egypt – 2012)
- ▣ TPM Certified Facilitator – JIPM (India – 2013)
- ▣ Snacks Manufacturing Training (4 Month – Saudi, Egypt, Turkey – 2016)
- ▣ Leader of Managers Training (Dubai – 2016)
- ▣ LSS Yellow Belt (Dubai – 2017)
- ▣ Accelerated Leadership Training (Dubai – 2017)
- ▣ LSS Green Belt (Egypt – 2018)