

ALI DIAB

Ottawa, Canada | GCC Region

Email: ali.diab1971@gmail.com | Phone: +1 873-455-4801 | Phone: +973 37755582 | Phone: +966 543667597

LinkedIn: <https://www.linkedin.com/in/alidiab1971>

EXECUTIVE PROFILE

Country Manager and senior retail leader with 27+ years of international experience driving multi-country operations, commercial growth, and luxury retail performance across the GCC and North America. Strong track record of leading large store networks, owning multimillion-dollar P&Ls, building high-performing teams, and delivering profitable growth across watches, jewelry, fashion, beauty, and lifestyle brands.

CORE COMPETENCIES

Country & Commercial Leadership: Multi-country leadership, P&L ownership, commercial strategy, market expansion, business transformation

Retail Operations & Performance: Retail operations, multi-brand portfolio management, KPI optimization, operational excellence, merchandising oversight

People & Customer Growth: Team leadership, talent development, CRM and clienteling, luxury customer experience, revenue and profitability growth

PROFESSIONAL EXPERIENCE

Trafalgar Luxury Group | Country Manager | KSA, Bahrain & Qatar

Jan 2026 – Present – KSA, Bahrain & Qatar

- Lead country-level commercial operations and strategic market development across Saudi Arabia, Bahrain, and Qatar.
- Direct a portfolio of international luxury brands across the region, ensuring strong market execution, brand positioning, and retail performance.
- Manage leading luxury maisons including MARLI New York, TAG Heuer, IWC Schaffhausen, Jaeger-LeCoultre, Piaget, FRED, and Panerai across GCC markets.
- Own sales growth, profitability, CRM development, and operational excellence across the three regions.
- Full ownership of three regional P&Ls with a combined business value exceeding USD 220 million across KSA, Bahrain, and Qatar.

Key Achievements

- Exceeded sales budgets in the Saudi market through focused commercial execution.
- Led restructuring and turnaround initiatives to improve operational discipline and market performance.
- Enhanced VIP clienteling and CRM strategies to deepen relationships with high-net-worth customers.

The Estée Lauder Companies | Senior Regional Sales Manager

Apr 2022 – Nov 2025 – CANADA – Ottawa, ON

- Managed four stores and nine accounts with responsibility for a CAD \$16M portfolio.
- Led retail execution across Aveda Stores, salons, and department store channels.
- Drove sales performance, customer acquisition, and in-store activation across multiple retail formats.

Key Achievements

- Delivered double-digit sales growth while consistently exceeding targets.
- Expanded customer acquisition through effective retail activation and channel execution.

DAMAS Jewellery | Senior Country Manager

Aug 2014 – Sep 2021 – Bahrain & Oman

- Managed 34 luxury retail stores with responsibility for a USD \$55M portfolio across Bahrain and Oman.
- Led country operations spanning sales, merchandising, retail execution, and talent development.
- Drove business performance through disciplined operational management and commercial leadership.

Key Achievements

- Led a workforce of more than 200 employees across Bahrain and Oman.
- Strengthened market positioning while improving operational efficiency across the business.

Chalhoub Group | General Manager

Jul 2002 – Jul 2014 Oman & Bahrain

- Directed a portfolio of 16 luxury retail stores generating USD \$65M in annual turnover.
- Led general management responsibilities across retail performance, brand execution, and commercial delivery.

Managed leading luxury and premium brands while driving sales growth and operational control.

Key Achievements

- Delivered annual sales growth of more than 20%.
- Managed prestigious brands including Sephora, L'Occitane, and SAKS Fifth Avenue.

Kuwait Airways | In-flight Duty Free Manager

Kuwait | Sep 1994 – Jun 2002

- **Stock Management & Product Selection:** Collaborated with duty-free suppliers to curate exclusive product selections tailored to passenger preferences.
- **Team Development:** Conducted intensive training programs for cabin crew, focusing on sales techniques, product knowledge, and exceptional customer service.
- **Staff Performance Optimization:** Maintained and developed staff sales capabilities, ensuring alignment with organizational goals and customer expectations.
- **Team Leadership & Communication:** Led and coached teams effectively, fostering open communication and timely dissemination of critical information.
- **Marketing & Customization:** Designed and launched a tailored in-flight duty-free magazine, introducing a refreshed product selection every four months.
- **Strategic Financial Management:** Developed and executed strategies to enhance financial oversight, including account analysis, budgeting, and data-driven decision-making.

EDUCATION

London Business School -Executive Master of Business Administration

ESA Business School - Advanced Executive Leadership & Strategic Management Program

Kuwait– Collage of business Studies

Business Administration

CERTIFICATIONS

- GIA Certified in Diamonds, Jewelry & Gemstones
- Project Management Professional (PMP)
- Retail Master Certified
- CRM Development Certification
- Train the Trainer Certification