

# Laith AbuHilal



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Industrial professor at GJU lecturing graduating students Simulation Modeling, Quality Control, Engineering Marketing, and supervising dozens of student's graduation projects in leading companies. Lecturing master's degree students at University of Jordan and Princess Sumaya University for Technology. Training Courses since 2009: providing training courses in Supply Chain Management, Cost Accounting, Quality Management, Total Quality Management, and Leadership.

## Professional Experience

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### **October 2018-Present      General Manager- Sameh Group**

- Leading the company -of over 1,800 employees and \$200 M annual revenue- to a strong competitive position, rapid expansion and growth.
- Restructured the organization and its processes, incorporating detailed dashboards and KPIs, pricing strategy, promotional strategy, range optimization and rationalization. As well as reporting mechanisms with real-time feedback of all availability and promotional effectiveness.
- Created new Quality Assurance team which led the company to dramatic enhancement in customer service, hygiene, and effective processes control with continuous improvement
- Opened 4 new branches in less than 6 months, and many other branches currently worked on in the pipeline, with a clear vision of becoming the leading retailer in Jordan.

### **Feb 2017-Present      Industrial Professor- German Jordan University**

- Lecturing Simulation Modeling, Quality Control, Engineering Marketing, and supervising dozens of student's graduation projects in leading companies.

### **2019-Present      President- Jordanian Industrial Engineering Association**

- The association .

### **2005-2018      Safeway- The Sultan Center**

#### **April 2009-Present      General Manager- Safeway**

- Led the company -of over 1,300 employees and \$170 M annual revenue- to a strong competitive position, profitability, and stable growth.
- Strategic Planning defining the 5 years direction for the regional group and the country.
- Re-Setting Budgets' KPIs and Dashboards for all divisional Sales,
- COGS, CAPEX and OPEX leading to successfully achieving budgeted targets. Internal restructuring of processes and departments:
- Commercial and Promotional Strategies were fully revamped to provide an effective offering to the customers, striking a balance between sales growth and margin preservation maximizing profits.
- Business Processes were mapped, gaps pinpointed, and newly designed processes entails Process-Oriented focus in accordance with the streamlined value stream maps.
- The structure was reviewed in accordance with the corporate model while tailor-making for local variations, including setting up Inventory Control, Space Planning and Planogramming, as well as

incorporating retail stores replenishment department and parameters.

- Setting up documented SOPs for the new processes
- Developing a new structured approach for Projects Initiation and Management, extracted from Six Sigma methodology.
- Rapid Inventory Management re-engineering that led to 50% reduction in inventory leading to JD 9 million extra cashflow on continuous basis, allowing for paying off loans, and a 70% reduction of shrink, leading to rapid increase in net profit.

#### **May 2005-April 2009 Regional Supply Chain & Logistics Director**

- Initiating a Global Freight Strategy: Led a global freight forwarding team to streamline the supply chain, introducing new hubs and consolidation facilities, regional distribution center, leading to over 75% in freight costs.
- Business Processes Management and Value Stream Mapping: Mapped all the significant processes within the company, pinpointed gaps and non-value add activities, and created new business process documented in the form of Standard Operating Procedures and flow charts.
- Business Transformation and Organization restructuring: I served as a champion on many committees for restructuring the organization, including Enterprise Resource Planning (ERP) software selection and installation, new food production plant design and implementation, new major compound design, as well as restructuring the job profiles of organization structure within the company.
- New Warehouse Design and Project Management: I have designed the locations configuration and process engineering of a 20,000 sqm dry warehouses and 4,000 sqm chilled and frozen warehouse, resulting in 95% reduction in receiving time, and a 99% service level.
- New Fleet Management System: A new satellite GPRS based tracking to monitor and manage the fleet.

**Aug 2001-May 2005**

**Raytheon Systems Co.**

**Dallas, TX**

Six Sigma Expert: Capacity Models Owner, Lean Implementation Project Manager

- Capacity Analysis: Developed a comprehensive capacity planning suite that includes data-mining and input analysis module, detailed simulation models, and statistical output analysis for the strategic (10-years) capital investments, and tactical level-loading and execution.
- Lean Manufacturing PM: I have lead the Lean Implementation Factory Team (LIFT) and acted as the project manager. This effort led to a 40% WIP reduction and 30% cycle time reduction for the largest two programs of the Air Force.
- Production Processes Improvement: Conducting comprehensive work design and process flow analysis, to come-up with radical improvement recommendations. Building models to mimic the areas' processes, and conducting What-If analysis for optimizing efficiency in the different functional areas.
- Factory Layouts: contributed to the comprehensive factories re-layout through providing products routings, production flow analyses, and drawing the detailed AutoCAD drawings.
- Was promoted to Industrial Engineer 2,3 then senior Engineer in less than four years.
- Engineer of the month, May 2003.
- Raytheon Achievement Award recipient 2004.
- Youngest Six Sigma Expert in APC 2005.

**Aug 2000- Aug 2001**

**Productivity Apex Inc. (Subcontractor for NASA) Orlando, FL**

- Simulation Modeling Consultant
- Developed a Generic Simulation Model for the Reusable Launch Vehicles at NASA: The project was part of the Space Launch Initiative (SLI) program for developing simulation tools that are readily applied to any possible RLV architectures chose by the user. The details are rather proprietary and confidential, but the main objective was to be able to model any type of LV configuration and do what if analysis to select the most effective configuration.

**Dec 1999- Aug 2000**

**Intel Corporation**

**Santa Clara, CA**

- Tactical Capacity Group

- Production Scheduling: Analyzed the different functional areas' dispatching requirements, along with a cross-functional team, and came up with scheduling rules that would optimize the throughput. Afterwards, I did the coding, verification and validation of the rules.
- WIP Management: Worked on several projects for managing the Work in Progress in a manner that reduces the WIP while satisfying the production requirements. These projects included WIP Feeds Prediction and WIP Turns improvement.

**Aug- Dec 1999**                      **UF Industrial Assessment Center**                      **University of Florida, FL**

- Team Leader (Starting Nov. 99)
- Conducted industrial assessment visits, along with a team of faculty and student members, to come up with recommendations for productivity improvement, energy and waste reduction.
- The recommendations' payback periods are calculated and the technical requirements summarized in a formal report submitted to the client and to the Department of Energy.

**Aug 1998- Aug 1999**                      **Philadelphia Consulting Group, Kuwait**

- Consultant & Branch Manager
- Established and managed the Kuwait the branch activities, including marketing, diagnostic studies, offers preparation, and projects management. Led four companies to the ISO 9000 Quality Management Systems certification.

**Sept 1997-Aug 1998**                      **Hatif Telecom Industries, Jordan**

Industrial Engineering Consulting Student

- Prepared, among a team, a Quality Assurance System that led to the ISO 9000 Certification, and increased Production Rate by 40% through a comprehensive Work Measurement, line balancing, and work design project.
- May- Sept. 1997                      Federal Institution for Materials Standardization, Berlin, Germany
- Internship: Research Assistant
- Worked on design, execution, and data analysis of experiments in the field of glass ceramics.
- Co-Authored a publication in the Journal of Materials Science 34 (1999) 65-69; the work was also presented in Jena Conference.

## Education

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**2014**                      **Southern Methodist University**                      **Dallas, Texas**  
 Doctor of Engineering in Engineering Management                      GPA 3.98  
 Dissertation topic: Supply Chain Optimization and Planning  
 [All Requirements Completed, Pending Graduation]

**1999 – Jul 2001**                      **University of Florida**                      **Gainesville, Florida**  
 M.E. Industrial & Systems Engineering (Engineering Management Option): GPA 4.0  
 Thesis topic: Supply Chain Inventory Control

**1993 - 1998**                      **University of Jordan**  
 B.Sc. Industrial Engineering: Ranked 1ST on Dept.: GPA 3.8

## Publications

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- Using Big Data Analytics to Design an Intelligent Market Basket-Case Study at Sameh Mall, , Laith AbuHilal, Farah Almaslamani , Raneem Abuhussein , Hanan Saleet, International Journal of Engineering, ISSN: 0974-3154 Volume X, Number X 2017 Research and Technology
- Collaborative Supply Chain Management: Laith AbuHilal and Ghaith Rabadi, Engineering Management Journal, Engineering Management Journal; EMJ · June 2006
- A Generic Environment for Modeling Future Launch Operations (GEM-FLO), Mollaghasemi, Rabadi, Steele, Hilal, Kaylani, and Cates, Proceeding of the World Automation Congress, Orlando, Florida, June 9-13, 2002.
- Supply Chain Inventory Control: a Comparison Among JIT, MRP, and MRP with Information Sharing, Using Simulation Modeling: first international industrial engineering conference, Jordan, (Sept. 23rd-27th, 2001) 313-320.
- Coarsening of needle-shaped apatite crystals in SiO<sub>2</sub>.Al<sub>2</sub>O<sub>3</sub>.K<sub>2</sub>O.CaO.P<sub>2</sub>O<sub>5</sub>.F glass: Journal of Materials Science, 34(1999) 65-69. (Along with R. Muller, S. Reinsch, and W. Holand).

## Committees and Affiliations

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### **President of the Jordanian Industrial Engineering Association**

Vice President of Jazeera Sports Club since 2015

Tafeleh Technical University Investment Committee board member. MEU Research Board Committee member.

Counseling board member of the Industrial Engineering Department at University of Jordan and Applied Science University

President of Power Elite Toastmasters Club

Vice president of Jordan Industrial Engineering Association for International Affiliations.