



Wasim Ahmed

Hospitality / Operations / Management role

Accomplished Director with a proven track record in establishing hospitality brands and driving operational excellence. Expert in scaling businesses, managing P&L, and leading high-performing teams to elevate guest experiences. A strategic leader adept at blending sophisticated financial oversight, marketing innovation, and service quality to maximise profitability.

Work experience

Director

January 2007

Edinburgh Pearl Apartments, Edinburgh

Current

- Established the business from concept to a recognised hospitality brand
- Oversaw all daily operations including guest experience, housekeeping, maintenance, and front-facing service
- Managed business marketing and brand exposure to help drive sales
- Recruited, trained, and managed multi-functional teams
- Implemented pricing and revenue strategies to maintain high occupancy and profitability
- Ensured consistent service standards and high guest satisfaction
- Managed supplier contracts, compliance, and operational performance

Director

August 2009

Edinburgh Pearl Lettings, Edinburgh

January 2026

- Managed residential portfolios with a strong focus on service delivery
- Maintained long-term landlord and tenant relationships
- Trained staff in operations, customer service, and compliance
- Led marketing initiatives to grow and retain the client base

Director

February 2021

Wazookah, Edinburgh

December 2025

- Created brand identity, website, and digital marketing strategy
- Managed international suppliers and logistics
- Negotiated exclusive UK distribution agreements
- Drove sales through social media and customer engagement

Education

MEng Electronics and Electrical Engineering: Engineering

August 2001

May 2006

University of Edinburgh, Edinburgh

+971556033610

wasimahmed01@hotmail.com

Dubai

28/08/1984

British

Skills

Hospitality Operations
Management

Business Growth & Expansion

Budgeting & Financial Oversight

Sales, Marketing & Brand
Development

Team Leadership & Staff
Development

P&L Management

Guest Experience & Service
Standards

Languages

English (fluent)

Interests

Golf

Health & Fitness

Networking

Hospitality Trends