



Muhammad Waqas Muhammad Owais

Chief Operation Officer (C.O.O)

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🇵🇰 Pakistani ♂ Male 🤰 Married 📍 Al Madinah Munawwarah

🚗 Valid 📄 Valid (transferable Iqama)

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👤 PROFILE

Executive Profile

Strategic and forward-thinking hospitality executive with over 15 years of distinguished leadership across the hotel and Umrah travel ecosystem. I bring a rare blend of operational depth and commercial acumen having risen through the ranks from **Reservation Supervisor** to **Cluster Reservation Manager**, then advancing into senior commercial roles, including **Director of Sales & Marketing** and currently **Chief Operating Officer at Allotment.sa**.

My expertise spans across full hotel cycle management, large-scale B2B contracting, and strategic group allotment operations for Makkah and Madinah. I have consistently delivered high-impact results—driving revenue growth, optimizing supplier networks, and leading cross-functional teams to execute with precision. Known for my ability to bridge on-the-ground realities with executive vision, I excel at building long-term partnerships, launching scalable systems, and leading high-performance teams in dynamic, high-stakes environments. My leadership style is anchored in trust, data-driven decision-making, and relentless pursuit of operational excellence.

🎓 EDUCATION

1993 – 2003
Karachi pakistan

H.M Tiny Tots School Karachi Sindh

Enter

H.M Tiny Tots School, Karachi, Sindh Completed primary and secondary education up to 9th grade with Commerce as a major subject.

2003 – 2008
Karachi Pakistan

S.M Arts & Commerce in Business

Completed Intermediate (Commerce)

🌐 LANGUAGES

Urdu	● ● ● ● ●	English	● ● ● ● ●
Hindi	● ● ● ● ●	arabic	● ● ● ● ●

🔑 INTERESTS

Reading and Self-Improvement

Enjoy reading books and articles related to personal growth, leadership, and industry trends.

Photography

Interested in photography to capture moments and develop artistic skills.

Traveling and Cultural Exploration

Passionate about traveling to new places and learning about different cultures to broaden perspectives.

Volunteering and Community Service

Engage in volunteer work and social activities to contribute positively to society.

Sports and Fitness

Regularly participate in sports like football, cricket, or running to maintain physical fitness and teamwork skills.

Technology and Gadgets

Keen interest in exploring the latest technology and gadgets to stay updated with innovations.

PROFESSIONAL EXPERIENCE

01/2025 Al Madinah Munwara	Allotment.Sa Chief Operation Officer (C.O.O) As COO at Allotment.sa, I am responsible for managing the company's day to day operations, leading business growth strategies, and ensuring seamless coordination across departments. My role focuses on optimizing operational efficiency, developing sales and marketing initiatives, and maintaining strong partnerships with hotel suppliers and travel agents. I oversee team performance, set targets, and drive results to achieve company objectives while ensuring high levels of customer satisfaction and compliance with industry standards.
08/2024 – 12/2024 Al Madinah Munwara	Diamond Trip & Tourism Sales Manager & Business Development At Diamond Trip & Tourism, I managed sales operations and spearheaded business development initiatives to expand market presence in Al Madinah Al Munawara. I built and maintained strong relationships with clients and travel partners, negotiated group deals, and developed strategic plans to achieve revenue targets. My role involved leading the sales team, identifying new business opportunities, and ensuring excellent customer service to maximize client satisfaction and company growth.
08/2023 – 08/2024 Al Madinah Munwara	Souq Al Safar For Hotels Reservations Sales Operations Manager In this role at Souq A Safar Hotel Reservation, I streamlined sales processes and optimized operational workflows to improve efficiency across departments. I analyzed performance metrics to identify areas for improvement, enhanced coordination between sales and reservation teams, and supported the achievement of business targets. My focus was on increasing productivity, ensuring smooth communication, and delivering high-quality service to clients and partners.
05/2021 – 03/2023 Karachi, Pakistan	Low Cost Travels & Tours Pvt. Ltd Director of Sales & Marketing As Director of Sales & Marketing, I led the development and execution of comprehensive sales and marketing strategies to drive brand growth and increase revenue. I managed and motivated sales and marketing teams, coordinated cross-functional campaigns, and identified new market opportunities. My role involved building strong client relationships, overseeing budget planning, and ensuring alignment of sales goals with overall business objectives to maximize profitability and market presence.
07/2018 – 07/2020 Karachi, Pakistan	Adam Kath Group of Travel Agencies Sales & Marketing Manager Managed and executed targeted sales and marketing campaigns to boost business growth at Adam Kath Group of Travel Agencies. Led a dynamic team to achieve sales targets, develop client relationships, and enhance brand visibility. Coordinated efforts across departments to ensure seamless delivery of services and consistently met company objectives through strategic planning and market analysis.
10/2016 – 02/2018 Al Madinah Munwara	Maden Hotel (EX Nokbha Hotel /Rawda Royal Inn/Nozol Royal Inn) Cluster Reservation Manager Managed reservation operations across multiple hotel properties within the cluster, ensuring optimal room allocation and inventory control. Coordinated with sales, front office, and other departments to maximize occupancy and revenue. Led and trained reservation teams to maintain high standards of accuracy and customer service, while streamlining booking processes to improve efficiency and guest satisfaction.

08/2014 – 10/2016 Al Madinah Munwara	Maden Hotel Assistant Reservation Manager Supported daily reservation operations by managing bookings, handling client inquiries, and ensuring accurate and timely updates in the reservation system. Assisted in supervising the reservation team to maintain high service standards and booking accuracy. Coordinated with front office and sales departments to optimize room availability and enhance guest experience.
12/2012 – 08/2014 Al Madinah Munawra	Maden Hotels Reservation Supervisor Supervised the reservation team to ensure accurate handling of bookings, special requests, and group allotments. Maintained smooth workflow by monitoring daily operations, resolving booking issues, and ensuring seamless coordination with front office and sales teams. Played a key role in optimizing occupancy levels and delivering excellent guest service.
01/2012 – 11/2012 Al Madinah Munwara	Hotel Al Khozama Reservation Supervisor Oversaw daily reservation operations, ensuring accurate and timely bookings for individual and group guests. Managed a small team, handled VIP and complex reservations, and coordinated closely with the front office to ensure guest preferences were met. Focused on maximizing occupancy while maintaining high standards of customer service and reservation accuracy.
03/2011 – 01/2012 Al Madinah Munwara	Western Al Harthia Hotel Reservation Agent Handled daily guest reservations, responded to booking inquiries, and ensured accurate data entry into the hotel system. Coordinated with the front office and sales teams to manage room availability and special requests. Delivered prompt, courteous service to enhance guest satisfaction and support overall operational efficiency.

Communication Skills

Maintained smooth communication with clients and internal teams for booking confirmations.

Customer Relationship Management (CRM)

Managing client expectations, building trust, and ensuring repeat business through relationship-building.

Example: Used CRM tools to maintain client history, preferences, and follow-ups.

Leadership

• Strategic Team

Management: Successfully led cross-functional teams including sales, reservations, and operations, ensuring alignment with business goals.

• Decision-Making & Delegation:

Took key operational decisions in coordination with the COO, while delegating responsibilities based on individual team strengths.

• Sales & Revenue Direction:

Collaborated with Director of Sales to define group sales strategies, monitor KPIs, and enhance conversion ratios through motivational leadership.

• Reservation Department Oversight:

As Cluster Reservation Manager, supervised multi-property reservation teams, optimized room allocations, and streamlined group booking processes.

Rooms Division Operations

Understanding and managing the front office, housekeeping, reservations, and guest services departments.

Attention to Detail

Ensuring accuracy in bookings, contracts, emails, and rate sheets with minimal error margin.

Example: Carefully verified guest details and rooming lists before confirmations.

Sales Techniques

Skilled in developing and executing tailored sales strategies to drive revenue growth. Experienced in group negotiations, upselling, closing B2B deals, and maintaining long-term client relationships.

Product Knowledge

Deep understanding of hotel offerings, locations, facilities, and service features to guide clients effectively.

Example: Advised agents on suitable properties based on guest preferences and budget.

Opera PMS (Property Management System)

• Reservations Management:

Hands-on experience in managing individual and group bookings efficiently.

• Rate & Inventory Control:

Skilled in updating room rates, availability, and handling allotments.

• Guest Profile & Folio Handling:

Proficient in creating guest profiles, maintaining history, and managing billing/folios.

• Front Desk Operations:

Experienced in check-in, check-out, and smooth coordination with front office.

• Reporting & Analytics:

Able to generate daily reports, occupancy summaries, and performance analytics.

Example: Strong practical grip on Opera PMS with cross-department coordination for smooth hotel operations.

Customer Service

Ability to handle guest concerns, provide solutions, and ensure satisfaction with professionalism and care.

Example: Resolved booking conflicts with empathy and provided alternate hotel options promptly.

E-commerce Platforms B2B & B2C (Booking.com, Agoda.com, Expedia, Hotelbeds)

Hands-on experience managing online hotel listings, rate updates, promotions, and reservations on B2B/B2C portals.

Example: Managed pricing and availability across OTAs ensuring maximum visibility and occupancy.

Handling Hotel Allotment

Expertise in managing group room inventory, availability, rate allocation, and ensuring smooth group bookings.

Example: Coordinated allotment calendars across multiple 2★3★4★5★ hotels during all Umrah season.

MS Word, Excel, PowerPoint, Outlook (Microsoft Office Suite)

Skilled in Microsoft Office Suite for daily documentation, data analysis, presentations, and email communication.

Example: Created sales reports in Excel, client proposals in Word, and presentations in PowerPoint.

Hotel Management Expertise

• Comprehensive Industry Knowledge:

In-depth understanding of hotel operations across 3★, 4★, and 5★ properties.

• Operational Excellence:

Skilled in managing daily hotel functions, coordinating multiple departments, and ensuring smooth guest services and high occupancy.

• Strategic Planning & Execution:

Experienced in planning operational workflows, staffing, and resource allocation to maximize efficiency and guest satisfaction.

• Market & Competitor Analysis:

Strong awareness of market trends, competitor benchmarking, and adapting strategies to enhance hotel positioning and revenue.