

UNZIP MY POTENTIAL

TIMUR ELAIT



CRAFTED FROM 100% RECYCLABLE
MATERIALS — OPTIMIZED FOR COST,
PERFECTED FOR SATISFACTION.

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Product Innovation & Excellence Manager

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Entrepreneurial innovator with 8+ years of experience leading full-cycle product development, financial strategy, and commercial growth across MENA & EU.

Proven ability to scale functional beverage brands from concept to shelf, while owning P&L, optimizing unit economics, and delivering strong EBITDA performance.

Skilled in cross-functional leadership, retail and foodservice expansion, and turning consumer insights into commercially successful SKUs. Passionate about clean energy, coffee innovation, and data-driven growth, with a strong track record in fundraising, regulatory strategy, and investor relations.

🏆 Achievements

- 🏆 Winner – Spinneys Incubator Program 2024
- 🏆 SCA Branding Award – World of Coffee Geneva 2025
- 🚀 Launched NOOZ into 500+ UAE retail stores
- 🌍 Successfully scaled 30+ F&B brands across MENA
- 💡 Developed multiple functional RTD prototypes (digestive soda, CBD, electrolytes)

TIMUR EL AIT

Intro

Innovation

Growth

Skills

PRODUCT INNOVATION & BRAND EXCELLENCE

Achievements drawn from NOOZ (2022-now) and PAWA (2019)

- Led **end-to-end development** of clean-label, functional RTD beverages — including **cold brew coffee** with **MCT oil**, **L-Theanine**, and **Nootropics** — aligned with health and energy trends.
- Managed full **NPD cycle**, from concept and **formulation** to **ingredient sourcing**, **packaging**, and **regulatory approvals** across EU and MENA.
- Collaborated with **Friedrich Flavor House** on flavor systems, and with **BASF** to source high-quality **functional ingredients**, optimizing for **taste**, **cost-efficiency**, and **nutritional impact**.
- Created a pipeline of **commercial-ready innovations** including **digestive sodas**, **CBD coffees**, and **electrolyte-based beverages**, backed by **consumer insights** and market data.
- Executed **go-to-market plans**, **POS visibility campaigns**, and **retail activation**, leading to a **+40% boost in brand visibility** and winning the **SCA Branding Award** (World of Coffee Geneva 2025).
- Partnered cross-functionally with **supply chain**, **finance**, and **marketing teams** to ensure **on-time delivery**, **cost control**, and **scalable production** across **SKUs**.

Innovation

Growth

Skills

Growth and Operations

Achievements drawn from NOOZ (2022–now) and kaykroo (2021)

- **Scaled NOOZ to 500+ retail points** in the UAE within 12 months, generating over **AED 2.2M in revenue**.
- Achieved **+38% year-on-year retail growth** by optimizing distribution, in-store visibility, and marketing activations.
- Built and led **full go-to-market execution**: pricing, trade deals, shelf placement, BTL campaigns, and POSM strategy.
- **Negotiated and onboarded distributors and retailers**, ensuring nationwide availability and reorder consistency.
- Managed **P&L, budget planning, and cash flow forecasts**, aligning commercial and financial strategies for sustainable scale-up.
- Oversaw **multi-channel marketing** and performance-based ad spend leading to **+57% growth in DTC**.
- Drove **supply chain synchronization** between EU production and UAE logistics, ensuring continuous stock availability.
- At Kaykroo FoodTech, **onboarded 40+ F&B brands** across 7 kitchens in Riyadh, scaling daily orders from **200 to 550 (+175%)**.(kaykroo)
- Created bundled offers, seasonal menus, and aggregator pricing strategies to **boost AOV by +68% and retention KPIs**. (kaykroo)
- Reduced brand onboarding **lead time by 30%** through **operational SOPs** and **interdepartmental collaboration**.(kaykroo)

Growth

Skills

Education

Bachelor of Science in Economics

University of Balamand - 2019

Languages

English: *Fluent* - **Arabic:** *Native* - **Russian:** *Native*

Skills & Expertise

- *Product Innovation Formulation*
- *Functional Ingredient Sourcing*
- *Beverage Development*
- *Specialty Coffee Expertise*
- *Cold Brew Formulation*
- *Go-to-Market Strategy*
- *Retail Distribution Partnerships*
- *Supply Chain Optimization*
- *P&L Ownership Forecasting*
- *Data-Driven Decision-Making*
- *Consumer Insights Analysis*
- *Brand Strategy Storytelling*

Featured

Featured in Perfect Daily Grind, "How Roasters Can Stand Out in the RTD Market" - 2025

Featured in Perfect Daily Grind, "Functional RTD coffee is diversifying: Which ingredients roasters should look out for" - 2025

Lets Have Coffee!

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skills