

# Timur El Ait

## F&B Innovation Leader | FMCG, RTD & Functional Coffee Expert

Address: Dubai, UAE | Phone: +971 52 216 2466

Email: [timur.ait1@gmail.com](mailto:timur.ait1@gmail.com) | Nationality: Ukrainian | LinkedIn: [Timur El Ait](#)



## Summary

Dynamic and detail-oriented beverage innovation leader with 7+ years of end-to-end experience in product development, functional ingredient formulation, R&D, and EU & MENA manufacturing. Deep expertise in coffee as craft, science, and functional innovation, with a proven track record in private-label and brand creation that resonates emotionally and commercially. Skilled in go-to-market strategy, P&L management, and cross-functional leadership, translating consumer insights into high-performing, scalable SKUs. Targeting senior roles primarily in the EU within F&B and FMCG sectors, leveraging deep expertise in coffee, private-label innovation, end-to-end R&D, and manufacturing.

## Key Achievements

- Expanded NOOZ Functional Beverages to 500+ UAE retail points within 12 months, generating AED 2.2M in sales and launching 6+ functional SKUs across Lebanon and UAE.
- Spearheaded pre-seed and seed fundraising, executed influencer campaigns and event activations, and developed data-driven go-to-market strategies for brand awareness and portfolio growth.
- Optimized operations at Kaykroo FoodTech, increasing daily orders from 200 to 550 (+175%) and boosting average check from 40 to 67 SAR (+68%), while reducing brand onboarding time by 30%.

## Experience

### Head of Product & Growth – 2022 to 2025

#### Nooz Functional Beverages, Dubai, UAE

- Spearhead the end-to-end development of the UAE's first functional cold-brew coffee brand, achieving 500+ retail points within 12 months and generating AED 2.2M in sales, while driving 38% year-on-year growth in retail penetration.
- Develop innovative beverage formulations incorporating MCT oil, L-Theanine, CBD, and other nutraceuticals, ensuring functional efficacy, taste excellence, and clean-label positioning.
- Coordinate EU manufacturing operations, implementing SOPs, quality control protocols, and supply chain synchronization to enable scalable, compliant production.
- Oversee regulatory strategy, including Montaji registration, trademark filings, and VAT/tax exemption approvals, ensuring full compliance across MENA and EU markets.
- Design and execute multi-channel marketing and retail activation campaigns, including POSM materials, influencer collaborations, in-store sampling, and event sponsorships, boosting brand visibility by 40% in key target outlets.
- Leverage consumer insights and sales analytics to optimize SKU performance, expand functional beverage segments, and implement sustainable brand strategies focused on long-term growth and operational efficiency.

### Senior Operations Officer – 2021 to 2022

#### Kaykroo FoodTech, Riyadh, KSA

- Launched Kaykroo's KSA operations, onboarding 40+ F&B brands across 7 cloud kitchens and achieving a 175% increase in daily orders from 200 to 550 while enhancing operational scalability.
- Designed data-driven menus and innovative brand concepts by analyzing consumer trends, seasonal demand, and kitchen capabilities, boosting average check from 40 to 67 SAR.
- Streamlined go-live processes and partnered with regulatory and logistics teams to reduce onboarding timelines by 30%, improving partner readiness and operational efficiency.
- Collaborated cross-functionally with brand, R&D, tech, and marketing teams to align product innovation with business strategy, optimize delivery aggregator performance, and monitor partner retention through customized dashboards.

### Founder & Production Lead – 2018 to 2021

#### Pawa Cold Brew, Beirut, Lebanon

- Engineered CBD-infused and functional coffee formulations, managing end-to-end product development, ingredient sourcing, and specialty channel distribution, achieving 100% on-time delivery across all outlets.
- Implemented SOPs, cost-control systems, and operational workflows, increasing production efficiency by 35% while ensuring sustainable, scalable operations from concept to shelf.
- Led branding strategy and staff training, including sensory profiling and functional beverage education, elevating team expertise and strengthening market presence by 25%.

### Multi-Unit Manager – 2016 to 2018

#### Scooter & Bean, Shekka, Lebanon

- Directed operations across multiple specialty coffee outlets, enhancing sales performance by 30%, standardizing SOPs, and strengthening staff training and customer engagement.

### Branch Manager – 2015 to 2016

#### Newtown Specialty Coffee, Tripoli, Lebanon

- Orchestrated end-to-end café operations including procurement, staffing, and workflow optimization, improving service efficiency by 20% while supporting local marketing initiatives.

**Barista** – 2014 to 2015

**Daily Roast**, Beirut, Lebanon

- Mastered coffee preparation, sensory evaluation, and customer service, building foundational expertise in specialty coffee and team training for future operational leadership.

## Education

---

**Bachelor of Science in Economics** – 2019

University of Balamand

## Awards & Recognition

---

- Spinneys Local Business Incubator Programme Award, UAE – 2024
- Best Branding Award, World of Coffee, Geneva – 2025
- Featured in Perfect Daily Grind, “How Roasters Can Stand Out in the RTD Market” – 2025

## Skills & Expertise

---

- Product Innovation Formulation
- Functional Ingredient Sourcing
- Nutraceutical Beverage Development
- Specialty Coffee Expertise
- Cold Brew Formulation
- Go-to-Market Strategy
- Retail Distribution Partnerships
- EU & MENA Supply Chain Optimization
- P&L Ownership Forecasting
- Cash Flow Management
- Regulatory Compliance Approvals
- Trademark Management
- VAT Tax Exemption
- Brand Strategy Storytelling
- Market Trend Analysis
- Cross-Functional Leadership
- R&D Synchronization Management
- Data-Driven Decision-Making
- Consumer Insights Analysis
- Sustainability Quality Longevity

## Languages

---

**Arabic:** Native | **Russian:** Native | **English:** Fluent