



CURRICULUM VITAE

Yasser Jad

Culinary Strategy & Hospitality Expert · President, Saudi Arabian Chefs Association (SARCA)

- Founder, YR Culinary & Hospitality Consultants
- Jeddah, Saudi Arabia

EXECUTIVE SUMMARY

A culinary strategist and hospitality leader with more than 30 years of experience shaping the food and beverage landscape in Saudi Arabia. A Le Cordon Bleu alumnus and WorldChefs-certified international judge.

Proven track record in developing national culinary identities, leading large-scale airline catering operations at Saudia, and advising high-profile government projects, including Riyadh's Culinary Strategy and the Riyadh Expo 2030 hosting file. His expertise lies in institutionalising the culinary sector, strengthening food-quality governance and integrating Saudi heritage with international standards.

30+ Years in Saudi culinary & hospitality	100,000 Meals per day at Hajj peak	41 International airlines served	3,000+ Employees trained in food safety
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PROFESSIONAL EXPERIENCE

Culinary & Hospitality Strategic Consultant

Royal Commission for Riyadh City · Riyadh

2020 – 2025

RESPONSIBILITIES

- ◇ Developed and executed a comprehensive culinary and hospitality strategy aligned with Vision 2030 Quality of Life objectives and the Royal Commission's ambition to position Riyadh as the region's culinary capital.
- ◇ Strengthened local and international food identity by integrating Saudi culture and heritage, supporting initiatives that enhance Riyadh's position as a leading gastronomic tourism destination.

KEY ACHIEVEMENTS

- ◆ Led the establishment of the "Street Food" initiative in Central Riyadh, advancing Quality of Life goals, supporting the creative economy, empowering entrepreneurs and delivering a modern Saudi and international culinary experience.
- ◆ Initiated formal engagement with Michelin to enable local restaurants to access global classification standards, elevating service quality, attracting investment and enhancing tourism appeal.
- ◆ Designed and delivered a high-profile diplomatic gala dinner attended by HRH Prince Mohammed bin Salman during the Riyadh Expo 2030 candidacy reception in Paris (June 2023), showcasing contemporary Saudi cuisine and hospitality.

- ◆ Designed and executed the official hospitality programme for the Bureau International des Expositions (BIE) delegation during the Expo 2030 evaluation visit in Riyadh, aligned with international protocol standards.

Senior Manager, In-Flight Food & Beverage

2011 – 2020

Saudi Arabian Airlines (Saudia) · Jeddah

RESPONSIBILITIES

- ◇ Designed in-flight menus across all cabin classes.
- ◇ Managed and monitored menu costs and end-to-end catering operations, domestically and internationally.
- ◇ Developed new food & beverage products and onboard service equipment.
- ◇ Evaluated the operational performance of contracted airline caterers within and outside the Kingdom.

KEY ACHIEVEMENTS

- ◆ Operational team member in transforming Saudia's catering sector into a profitable entity and preparing it for listing on the Saudi Exchange.
- ◆ Contributed to a new onboard service concept across all classes – service equipment, meal presentation and menu structure (2011).
- ◆ Contributed to the launch of "All Day Dining" across all cabin classes (2012).
- ◆ Contributed to the "On-Board Chef" concept for First Class (2016).
- ◆ Contributed to a five-star service model, including "Bistro Dining" for Economy and "Any Dish, Any Time" for Business and First (2018).
- ◆ Designed 20 specialised meals for passengers with medical and dietary requirements.
- ◆ Launched the Net Promoter Score (NPS) programme to measure and improve satisfaction with onboard food & beverage.

Senior Production Manager

2004 – 2011

Saudia Catering, King Abdulaziz International Airport · Jeddah

RESPONSIBILITIES

- ◇ Oversaw all kitchen departments and production lines within the airline catering unit.
- ◇ Led the full culinary team, resolving operational challenges and ensuring smooth workflow and target achievement.
- ◇ Designed and presented food and beverage menus for multiple contracted airlines.
- ◇ Developed new recipes, menu items and onboard F&B products for airline clients.
- ◇ Directed recruitment, training and professional development of culinary staff.

KEY ACHIEVEMENTS

- ◆ Member of the operational team that transformed Saudia's catering sector into a profit-driven entity, leading to its listing on Tadawul.
 - ◆ Improved production-line efficiency, routinely producing 70,000 meals a day and up to 100,000 a day during the Hajj season.
 - ◆ Coordinated production planning and menu management for 41 international airlines in addition to Saudia.
 - ◆ Achieved a 97% on-time performance rate in meal uplift and delivery to aircraft.
 - ◆ Received multiple letters of appreciation from international airlines for product quality and consistency.
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Quality & Food Safety Manager

1992 – 2004

Saudia Catering, King Abdulaziz International Airport · Jeddah

RESPONSIBILITIES

- ◇ Led quality assurance, health prevention, food safety and evaluation across kitchens and production lines; prepared weekly and monthly performance reports.
- ◇ Developed and enforced quality standards, policies and controls in line with ISO 9001 and ISO 22000; managed internal and external audits.
- ◇ Delivered food safety training to all kitchen staff and chefs.
- ◇ Monitored raw-material quality and shelf life before production.
- ◇ Oversaw service quality, customer satisfaction, efficiency and benchmarking, reporting to senior management.
- ◇ Defined quality specifications and raw-material requirements with suppliers.

KEY ACHIEVEMENTS

- ◆ Led the implementation of ISO-based quality standards and production-line food safety systems.
- ◆ Supervised an HACCP awareness film for the Mercury Awards; raised food safety adherence to 95% and trained more than 3,000 employees.
- ◆ Established advanced on-the-job training programmes aligned with ISO standards.
- ◆ Helped make Saudia Catering one of the first Saudi companies to obtain HACCP and OHSAS certifications in the early 1990s.

Senior Supervisor, Quality Control & Food Safety

1989 – 1992

SAS Service Partner, King Abdulaziz International Airport · Jeddah

- ◇ Oversaw food preparation, storage and dispatch to ensure compliance with HACCP and ISO 22000.
- ◇ Directed quality control inspectors and production supervisors.
- ◇ Trained employees on food safety regulations and best practice.
- ◇ Inspected production lines, storage and packing areas; monitored temperature control and product validity.
- ◇ Identified food safety risks and implemented preventive measures.
- ◇ Investigated complaints and non-compliance cases and implemented corrective actions.

SAUDI ARABIAN CHEFS ASSOCIATION

President

2010 – Present

Saudi Arabian Chefs Association (SARCA)

- ◇ Provides strategic leadership for the association and advances its vision to support the culinary arts sector in the Kingdom.
- ◇ Represents the association and builds partnerships with government and private entities, educational institutions and international organisations.
- ◇ Supports the development of Saudi chefs through training programmes, workshops and professional competitions.
- ◇ Oversees events and initiatives that promote Saudi cuisine and strengthen the association's global presence with organisations such as WorldChefs.

25

Culinary competitions
organised at international

30

Professional training
workshops

12

Culinary masterclasses

4

International culinary
competitions

food exhibitions in the Kingdom

EDUCATION & CERTIFICATIONS

Master's in Food Quality & Safety

King Abdulaziz University, in collaboration with the London School of Hygiene & Tropical Medicine

Higher Diploma in French Cuisine

Le Cordon Bleu, Paris

Certified Lead Auditor (ISO)

International Organization for Standardization Academy, Dubai

Certified International Judge

WorldChefs

AREAS OF EXPERTISE

Strategic Leadership in Culinary Arts & Hospitality

Guiding the culinary, restaurant and hotel ecosystem toward long-term goals while ensuring quality, innovation and informed decision-making.

In-Flight Food & Beverage

Designing in-flight menus and service products and equipment; evaluating the operational performance of airline caterers.

Culinary & Hospitality Operations

Leading meal-production systems; menu engineering and recipe development for multiple service classes to international standards.

Food Audit & Evaluation

Quality control, health prevention and food safety; developing standards and supervising compliance with ISO and HACCP.

Sector Influence

A wide network of leading chefs, experts and industry professionals that supports decision-makers and strengthens sector initiatives.

CULINARY COMPETITIONS & EVENTS ORGANISED

- ◆ Formed the Saudi team to qualify for the Pastry World Cup 2021 at the Salon Culinaire, HORECA Saudi Arabia 2019, and organised a training camp at a leading pastry academy in Malaysia ahead of the semi-final qualifiers at HORECA Lebanon (March 2020), with the final in Lyon, France (2021).
- ◆ Annual Culinary Arts Salon, live cooking and Mystery Box competitions alongside Jeddah's Hospitality, Food & Packaging exhibitions (2009–2018), Saudi Foodex (2014–2024) and The Hotel Show Saudi Arabia (2017–2025) – including Salon Culinaire, Best Chef and Table Setting competitions.
- ◆ Annual Culinary Arts Salon and live cooking competitions at the Riyadh International Convention & Exhibition Center alongside HORECA Saudi Arabia (2013–2026) and the International Bakery & Pastry Exhibition (2019).
- ◆ Culinary competitions at the Haneeth Festival, Mohayil Asir (2025–2026).
- ◆ Culinary competitions at the Jeddah Food Festival (2017) and the Saudi Taste Festival, Riyadh (2019).
- ◆ Cocktail-preparation competitions (2019, 2022) and formation of the Saudi national team for the finals in France.
- ◆ Live BBQ competitions at the BBQ Exhibition (2021–2022).
- ◆ Culinary competitions at the European Food Festival (2023), the Rose Festival (2022–2023) and the Walima Saudi Food Festival (2023).
- ◆ Live cooking competitions at BIOFACH International Organic Food Exhibition and the Halal Food Exhibition (2023–2025).

- ◇ Culinary masterclasses at the SIMEC International Fisheries Exhibition (2024–2026), inFlavour Expo (2023) and SIRHA Saudi (2024).

WORLDCHefs CONGRESS (WACS) — REPRESENTING SARCA AS PRESIDENT

Chile 2010

South Korea 2012

Greece 2016

Malaysia 2018

United Arab Emirates 2022

Singapore 2024

INTERNATIONAL JUDGING — HEAD JUDGE

Egyptian Chefs Association — Culinary Salon	2009–2010
Emirates Culinary Guild, UAE — Culinary Salon	2009–2017
Chefs Association of Sri Lanka — Culinary Salon	2010
Lebanese Chefs Association — Culinary Salon	2010–2019
Kuwait Chefs Association — Culinary Salon	2016, 2023
Malaysian Chefs Association — Culinary Salon	2017
Chefs Association of Maldives — Culinary Salon	2017
Jordan Chefs Association — Culinary Salon	2017
Moroccan Chefs Association — Culinary Salon	2017–2019, 2022, 2025
Turkish Chefs Association — Culinary Salon	2017–2018
Tunisian Chefs Association — Culinary Salon / Pastry	2018, 2025
Uzbekistan Chefs Association — Culinary Salon	2019, 2025
Tatarstan Chefs Association — Pastry Competitions	2025
Indonesian Chefs Association — Pastry Competitions	2025

MEDIA PRESENCE

- ◇ Head Judge — Top Chef Global Edition, LBC (2011–2012)
- ◇ Head Judge — Top Chef Global Edition, MBC (2017)
- ◇ Head Judge — MasterChef Arab World, Saudi TV Channel 1 (2014)
- ◇ Head Judge — Camel Chef, MBC (2025)
- ◇ Inside — Al Majd TV (2010)
- ◇ A Success Story Worth Telling — MBC (2009)
- ◇ Yasmine Talk — Saudi Cultural Channel (2010)
- ◇ Achievements — Al Aan TV (2011)
- ◇ Ya Hala — Rotana Khalijia (2009–2010)
- ◇ Breakfast with Arabs — MBC (2010, 2024, 2025)
- ◇ Sabah Al Arabia — Al Arabiya (2024)
- ◇ Iftarna Ghair — MBC (2025), live cooking & interview
- ◇ Al Arabiya & Rotana Khalijia — coverage of the SARCA Culinary Salon (2019)
- ◇ Ayon Jeddah / Ayon Al-Watan — coverage of the SARCA Culinary Salon (2010–2019)
- ◇ Goody "Macaroni" advertisement (2010)