

Our Team

Joanna K Dawson – Operational Systems & Audit Specialist

Joanna brings nearly two decades of international experience to Our Team – much of it within franchising. With a background in organisational development – predominantly strategic international operations and talent management – she has facilitated the development or transformation of SMEs and Multi-nationals in the UK, Europe, Russia & CIS, Turkey, Egypt, Kenya, South Africa, Middle East, India, Sri Lanka, Pakistan and China (Beijing & Shanghai). Much of her work has involved managing change from traditional to franchised systems for international Master Franchises and Joint Ventures to ensure alignment of the Franchisor's strategic imperatives with core competencies.

Working within diverse sectors and markets such as HR Consultancy, Financial Services & Banking, Recruitment, Education, Government, Oil & Gas, Power, IT & Telecoms, Retail – and with special knowledge of the Hospitality & Leisure industries – Joanna has advised on, developed and documented Core Operating Brand Standards and developed audits to monitor, measure and assure continuous improvement of quality for product, service and environment. She has also embedded these systems into corporate and individual franchises – notably in the Gulf States, Russia and China.

Extracting the necessary *operational* detail from key stakeholders such as functional heads of departments in HR, Operations, Marketing, Food & Beverage, Property and Supply Chain, one of Joanna's key skills is the ability to underpin Brand Standards by fully documenting clear and workable Standard Operating Procedures (SOPs) that drive the 'how-to' which, in turn, achieves uniformity and conformity for day to day operating and management requirements across the developing franchise network.

Joanna has also worked with individuals and teams to embed SOPs in emerging brands across new and multi-cultural markets which requires great sensitivity, so her experience is fundamental when working in these complex and diverse environments.

Clients include:

UK: BAA, Whitbread Plc, Costa Coffee, Premier Inn, Pizza Hut, Roadchef, W H Smith

Europe: Symeonides Retail Group (Cyprus), Delta Sport (Belgrade)

MENA: ADCO, Abu Dhabi Finance, ADEC, ADMA/OPCO, Abu Dhabi Pension Fund, Americana Group, AJMAL, AXIS Communication, Batelco (Bahrain), BNP Paribas, DIFC Courts, Dubai Silicon Oasis, Emirates Leisure Retail, INJAZAT, Jawad Business Group (Bahrain), Kamal Osman JAMJOOM Group LLC, KASCO (Kuwait), KONE, Lloyds TSB (ME), Manlift Power LLC, Mubadala, National Bank of Abu Dhabi (now FAB), New York University (Abu Dhabi), Securities & Commodities Authority (Abu Dhabi), STRATA Aerospace, Vale Mining (Oman), Wilo (ME)

India: Devyani International Group (New Delhi)

China: Beijing Hualian Group (Beijing), Yueda Group (Shang-Hai)

Kenya: Java House Group