

Holds a B. Sc. in Electrical Power & Machines Engineering, Master of Business Administration (MBA) and Doctor degree in Management (DBA). Has over 30 years of significant experience in electric power, renewable energy and industry.

PERSONAL DATA

Nationality : Egyptian
Birth Date : 01/08/1963
Gender : Male
Marital Status : Married
Residence : Alnozha Algadida, Cairo

EDUCATION

- : B. Sc. in Electrical Power & Machines Engineering, Helwan University, 1986
- : Master of Business Administration (MBA), Arab Academy for Science, Technology and Maritime AASTM, Cairo, Egypt (2014)
- : Doctor degree in Management (DBA), Ain Shams University, Cairo, Egypt (2018)

LANGUAGES

Arabic : Native Language
English : Fluent

COMPUTER SKILLS

- : Windows, MS Office, Internet

TRAINING COURSES AND CERTIFICATIONS

- : Internal Auditing, British Standard Institute (BSI) (2007).
- : Technology Business Auditing, Industrial Modernization Center, IMC / EU (2005).
- : American University in Cairo (AUC):
 - Conflict Management (1999).
 - Problem Solving & Decision Making (1999).
 - Effective Presentation Skills (1999).
 - Advanced Managerial Skills (2007).
 - Productivity and Process Analysis (2007).
- : American Chamber of Commerce (ACC):
 - Finance for Non-Financial Manager (2003).
 - Motivation Strategies (2007).

- : Huthwaite International, UK:
 - Business Process Re-engineering.
 - Negotiation Skills.
 - Account Strategies for Major Projects (2009).
- : Ontario Hydro Canada/ EEA Project, 1992:
 - Power System Operation.
 - Instrument Transformers & Power Measurement P1.
 - Protection Fundamentals P2.
- : GEC ALSTHOM T&D, 1993: Application Protective Relays to Power Systems.
- : ABB SACE, 1995:
 - Sizing of LV Electrical Installation.
 - LV & MV Equipment Technology.
- : ABB KRAFT AS Skien, Norway, 1996: MV Equipment Personnel Safety, Type Tests, SF6 Gas Insulation, Relay Setting & Operation.
- : ABB ELEKTRIK SANAYI A.S., 1997: Transformer Design & Services.
- : ABB T&D University Switzerland, 1999:
 - C01: Protection and Substation Automation I.
 - C02: Protection and Substation Automation II.
- : ABB Power Automation AG, 2000: Utility Communication System.
- : IED Product launch training, ABB Sweden (2005).
- : Substation Automation Products Program, ABB Sweden (2008).
- : Substation systems, ABB Switzerland (2011).
- : Renewable systems and energy efficiency calculations, NREA/ GIZ (2015).
- : Mini MBA Diploma in Management, Human Resource Certification Institute, USA:
 - Organizational Behavior (2007).
 - Business Fin. (2007).
 - Strategic Management. (2008).
 - Principles of Marketing (2008).
 - Principles of project Management (2008).
 - Advanced Management and Leadership (2008).
- : Corporate International Training (ABB):
 - Leadership Challenge Program (2006).
 - Capture Team Selling (2009).
 - Middle Management Program (2010).
 - Strategic Account Management (2011).

CHRONOLOGICAL EXPERIENCE RECORD

- Dates** : From Jan. 2020 till now
- Employer** : Arabian Telecontrol & Eng. Centre (ATEC)
- Job title** : Commercial Director
- Job Description** : Director of: BD, S&M and Export for process control, Valves and Actuators in fields of: Power, OGP, W&WW and Industry (Egypt, Libya and Sudan).
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- Dates** : From Jun. 2019 till Dec. 2019
- Employer** : Energy Tech (ET)

- Job title** : General Manager
- Job Description** :
 - Electric supplies and services.
 - Contracting.
- Dates** : From Feb. 2019 till May 2019
- Employer** : Arab Contractors
- Job title** : Consultant
- Job Description** : Business development of Electro-Mechanical utilities works.
- Dates** : From Nov. 2018 till Jan. 2019
- Employer** : Egytrafo
- Job title** : Sales & Export Division Manager
- Job Description** : Leading sales teams to plan, promote and enhance selling of Distribution transformers, DC Systems in both Egyptian and African markets.
- Dates** : From May 2018 till Oct. 2018
- Employer** : University
- Job title** : Freelance Instructor
- Job Description** : Educating International Marketing & Strategic Management.
- Dates** : From Aug. 2009 till Apr. 2018
- Employer** : Asea Brown Boveri (ABB)
- Job titles** :
 - Strategic Account Manager MOERE
 - Power Systems Division Marketing Manager
- Job Description** :
 - Responsible for Renewable Energy and Energy Efficiency marketing.
 - Interpret the global segment strategy to meet country requirements.
 - Define key targets and ensure these are achieved.
 - Develop short- and long-term plans.
 - Discuss the initiation of strategic projects.
 - Coordinate among governmental bodies and worldwide organizations.
 - Grounding of financing agreements, rigor effort for ratification and implementation.
 - Presenting the organization in regional and sub-regional committees
- Dates** : From Feb. 2002 till Jul. 2009
- Employer** : Asea Brown Boveri (ABB)
- Job title** : Automation Systems Local Business Unit Manager
- Job Description** :
 - Management of technical and commercial portfolio of company automation systems and products (Protection, control, communication and DCS systems – including site activities and warranty).
 - Build and maintain strong relationships at senior levels with different key stakeholders - frame agreements with Channel partners and OEM's.
 - Initiation of big tenders e.g. control centers upgrading.
 - Activate operation intelligence, benchmarking and analysis; to identify best processes, equipment, automation practices, etc.

Dates : From Jan. 2000 till Feb. 2002
Employer : Asea Brown Boveri (ABB)
Job title : Utility Communications Sales and Marketing Manager (Egypt and Libya)
Job Description :

- Planning and implementing the marketing and sales strategies for the assigned area.
- Identify existing and new strategies based on analysis, business plans and market research.
- Define key targets and ensure these are achieved through KPI's & analysis.

Dates : From Feb. 1996 till Dec. 1999
Employer : Asea Brown Boveri (ABB)
Job title : Switchgear, Protection and Control Service Manager, spare parts and after-sales services
Job Description :

- Managing agreements and contracts for periodical, preventive & predictive maintenance in OGP and Industrial plants.
- Responsible for minimizing the risks regarding the agreements.
- Ensure that the area of responsibility is properly organized, staffed, skilled and directed.

Dates : From Jul. 1993 till Jan. 1996
Employer : Asea Brown Boveri (ABB)
Job title : Senior Field Engineer
Job Description : Execute site activities: Testing and commissioning of substation primary and secondary equipment e.g. Enppi facilities, Gupco Suez Gulf field, Cairo West PP, Cairo South PP rehabilitation.

Dates : From Mar. 1987 till Jul. 1993
Employer : Egyptian Electricity Authority (EEA)
Job titles : O&M Engineer, Protection and Control Engineer
Job Description : Substation O&M, Protection and control testing and commissioning for substations e.g. test, review and check of all protection relays in upper Egypt zone within EEA activities, Commissioning of Abu Zabal 500KV substation.

Field of experience :

- Over 30 years of professional experience:
 - Egyptian Energy sector; throughout professional career (Utilities, private and Multinational corporate' perspectives).
 - Capture team leading of mega projects e.g. Saudi Egypt HVDC interconnection, High voltage GIS & Hybrid substations and RCC's (with customer, consultants, EPC's & OEM's).
 - Assess and provide technical advisory services to, both public and private sector stakeholders in the renewable energy/energy efficiency.
 - Instructor / Trainer of: Strategic management and international marketing.
 - Proven track record; driving growth and expansion.
 - ❖ Strategic Account Manager of: Ministry of Electricity and Renewable Energy MOERE; affiliated companies/ authorities

- ❖ (e.g. EEHC, EETC and NREA) – in ABB.
- ❖ Responsible for Renewable Energy & Energy Efficiency - in ABB.
- ❖ Develop MOU, with MOERE to cooperate in mega projects, NDA and relevant arrangements.
- ❖ Frame agreements with Channel partners, OEM's & EPC's (e.g. SCG, Electro Technique).
- ❖ Actively participate in the strategic account community to share expertise in the MEA region.
- ❖ Dealing with international stakeholders and with different bodies: governments, contractors, developers, investors; people with different backgrounds, and multicultural with adaptation.
- ❖ Collaboration among private sector, infrastructure investors & civil society organizations.
- ❖ Coaching, mentoring and training of new staff.
- Experienced countries:
 - Technical and managerial training: Canada, Germany, Switzerland, Sweden, Finland, Norway, Italy, Greece, Turkey and India.
 - Strategic meeting and Business reviews: KSA, UAE, Libya, Bahrain and Jordan.