

100657-ELE-56DEm-E-2008
Building Segment Head & Pre-Sales Manager

Holds a B. Sc. in Electrical Power & Machines Engineering and has over 17 years of progressive experience at MEMICO, advancing from Technical Engineer to Building Segment Head Pre-Sales Manager. Proven track record independently managing the full technical sales cycle - from technical offer and submittal through selectivity and short-circuit studies to Factory Acceptance Testing (FAT) - on projects valued between EGP 70-100 million. Experienced leading cross-functional teams of up to 5, driving project win rate, and building client relationships across banking, hospitality, healthcare, education, and infrastructure sub-segments. Led a company-wide ERP (Dirac) implementation from concept to go-live.

PERSONAL DATA

Nationality : Egyptian
Gender : Female
Residence : Cairo

EDUCATION

: B. Sc. in Electrical Power & Machines Engineering, Helwan University

LANGUAGES

Arabic : Native Language
English : Very Good

COMPUTER SKILLS

: Windows, MS Office, Internet
: AutoCAD, ETAP, PLC Programming Software, Dirac ERP

TRAINING COURSES AND CERTIFICATIONS

: Micro Control course.
: PLC Advanced Course (Panasonic).
: Smart Panels online course (Schneider Electric).
: Trained myself on ETAP.
: Electricity Generation Sector Training Centre — Trainee.
: Power Station Training Centre — Specialization in Electric Power Stations.

CHRONOLOGICAL EXPERIENCE RECORD

- Dates** : From Feb. 2009 till now
- Employer** : MEMICO, Cairo
- Job Description** :
- Building Segment Head & Pre-Sales Manager (from 2026 till now):
 - Hold dual accountability for Building Segment leadership and Pre-Sales strategy, managed against KPIs including project win rate, team performance follow-up, and contribution to overall segment target achievement.
 - Continue to personally lead select high-value projects as Sales Engineer, maintaining hands-on technical credibility alongside managerial responsibility.
 - Sustained a consistently strong project win rate across competitive tenders in the building segment.
 - Spearheaded the company-wide implementation of Dirac ERP software in coordination with the Technical Department - delivered full implementation in 4 months and achieved company-wide go-live within 1 year.
 - Section Head – Building Segment (from 2022 till 2025):
 - Led a team of 5 engineers, owning end-to-end technical delivery from technical offer and complete submittal through selectivity study, short-circuit study, and Factory Acceptance Testing (FAT) with consultants.
 - Managed a portfolio of projects valued between EGP 70-100 million for each across banking, hospitality, healthcare, education, and infrastructure sub-segments.
 - Delivered Central Park (Capital Administrative) - two separate projects with Dar as consultant; contractors REDCON and Arab Contractors respectively.
 - Delivered Sky Medical Hospital (Arab Contractors, Shaker Consultant) and multiple phases of Playa New Giza (RMEG Contractor, Shaker Consultant).
 - Secured Al Alamein Towers (ECG Consultant, SIAC Contractor) and won the tender for its next phase with Arab Contractors and ECG Consultant.
 - Expanded into the infrastructure sub-segment, delivering pillar/coffret/MDB switch-fuse solutions compliant with EEHC specifications on Sodic, Hyde Park, Ramla, and Beit El Watan.
 - Entered the education sub-segment with Mansoura University (Arab Contractors), driving approvals through active participation in on-site technical meetings.
 - Team Leader (from 2020 till 2022):
 - Led a team of 3 engineers, providing hands-on technical support and troubleshooting across active projects.
 - Set action plans for incoming project requests and negotiated target pricing directly with Sales Engineers.
 - Senior Technical Engineer (from 2014 till 2020):
 - Independently studied and won projects in the industrial sector, including Ideal Standard Factory and Unicharm Factory.
 - Studied and won Zaafarana Central in the telecom sector, broadening technical experience beyond core building projects.

- Technical Engineer (from Feb. 2009 till 2014):
 - Built foundational expertise in LV panel design, technical study, and short-circuit calculation prior to the company's formal segmentation structure.

Dates : From Aug. 2008 till Jan. 2009

Employer : ASEC, Cairo

Job title : Control Engineer

Job Description : Developed control programs using PLC software.

Field of experience :

- Pre-Sales Strategy & Tendering.
- Technical Offer Development.
- Selectivity & Short-Circuit Studies.
- Team Leadership.
- Price Negotiation.
- Project Win Rate Management.
- Client & Consultant Relationship Management.
- EEHC Compliance.
- LV Panel Design.
- Factory Acceptance Testing (FAT).
- ERP Implementation.