

Holds a B. Sc. in Electrical Engineering (Communication & Electronics Section) and has about 12 years hands-on experience working in sales field.

## PERSONAL DATA

Nationality : Egyptian  
Birth Date : 25/01/1981  
Gender : Male  
Marital Status : Married  
Residence : Shoubra, Cairo

## EDUCATION

: B. Sc. in Electrical Engineering (Communication & Electronics Section), Helwan University, 2003

## LANGUAGES

Arabic : Native Language  
English : Good

## COMPUTER SKILLS

: Windows, MS Office (Word, Excel, Access, Power Point), Internet

## CHRONOLOGICAL EXPERIENCE RECORD

**Dates** : From Jan. 2015 till now  
**Employer** : BO / EATON / WAGO Partner  
The company is dedicated to the Design, Assembly and Maintenance of Low Voltage Panel Boards, switch gears, Busway System and BMS as per International Standards (IEC & UL). BO Organization is an authorized assembler for EATON and WAGO BMS to be their Sole License for:

- Manufacturing Low Voltage Switch Gears (EATON / Moeller).
- Manufacturing Busway System (EATON / Cutler Hammer).
- Supply and install for BMS system (WAGO).

**Job title** : Sales and Business Development Manager  
**Job Description** :

- Responsible for the adoption of a product for the Consultant offices and companies engaged in Building, Infrastructure segments and Oil & Gas segments.
- Lead the sales team to achieve Regional sales & margin targets.
- Generate & achieve sales through projects & distribution network.
- Prospect for potential new clients and turn this into increased business.

- Search for business opportunities through market studies, attending exhibitions, conferences and through internal requests from related company management.
- Initiate and develop business proposals and participate in the feasibility studies of such proposals.
- Develop new markets for the existing company products.
- Conducting initial evaluation and assessment on every business development project proposals.
- Initiate budget request for project proposals.
- Spearheading negotiations with possible partners to successfully secure an agreement.
- Hold meetings for sales staff and subsidiaries to discuss trends, new customers, and performance and sales goals.
- Create production presentations, graphs and charts to oversee demonstrations for client executive teams.
- Research competitor products, identify areas of strength and analyze product weaknesses.
- Develop and recommends short term and long range strategic sales plans, revenue goals.

**Dates** : From Nov. 2012 till Dec. 2014

**Employer** : Electro George Group

The company is dedicated to the Design, Assembly and Maintenance of Low and Medium Voltage Panel Boards, switch gears, Busway System and other electrical equipment as per International Standards (IEC & UL). Electro George is an authorized assembler for General Electrical (GE) and (Siemens) to be their Sole License for:

- Manufacturing Low Voltage Switch Gears and Busway System (GE).
- Manufacturing Medium Voltage Switchgear (Siemens).

**Job title** : Sales & MV Product Manager

**Job Description** :

- Responsible for the adoption of a Medium Voltage Switchgear for the Consultant offices and companies engaged in the production and distribution of electricity and Oil & Gas segments.
- Provide technical support in medium voltage Switchgear for customers and sales team.
- Lead the sales team to achieve Regional sales & margin targets.
- Generate & achieve sales through projects & distribution network.
- Development and management of distributors among gulf region.
- Customer base - dealers, consultants, contractors, panel builders & Government Institutions.
- Develop & maintain excellent relationship with customers in Egypt and Gulf region.
- Promote various brands & products with customers.
- To be aware of local competitor activity and products.
- Achieve business growth & increase market share.
- To achieve specification targets with consultants, developers & Government departments.
- Devise & implement a marketing & communication plan within the agreed budget (Swat Studies, Sales Leads...etc.).
- Studying the Company Chances in Market and Create New Markets (Locally and Globally).

- Organizing Seminars for our Client, Consultants to keep full Technical Support.

**Dates** : From Mar. 2009 till Nov. 2012  
**Employer** : Schneider Electric  
**Job title** : Project Sales Expert  
**Job Description** :

- Worked as Projects Sales Expert for all products of Schneider Electric Egypt (Low Voltage Components, automation and control Systems).
- Generate Business Growth for Schneider Electric Products in Contracting and utility Sectors.
- Lead the sales team to achieve country sales & margin targets.
- Generate & achieve sales through projects & distribution network.
- Development and management of distributors.
- Customer base - dealers, consultants, contractors, panel builders & Government Institutions.
- Develop & maintain excellent relationship with customers.
- Promote various brands & products with customers.
- To be aware of local competitor activity and products.
- Achieve business growth & increase market share.
- To achieve specification targets with consultants, developers & Government departments.
- Studying the Company Chances in Market and Create New Markets.

**Dates** : From Oct. 2005 till Mar. 2009  
**Employer** : Elsewedy Group  
**Job title** : Senior Sales Engineer  
**Job Description** :

- Worked as Elec. Senior Sales and Marketing Engineer for all products L/MV Cables, Low and Medium Voltage Switchgear Power (ABB, SEL Italy and ZWAE Poland) Distribution Transformers and Soft starter ABB.
- Responsible for the Sales Projects of Companies in General Contracting Sector and Oil and Gas Sector Companies.
- Follow up Client Requirements and Tenders.
- Study the Technical Specification of the Tenders and Inquires.
- Product Cost Calculations.
- Prepare Technical and Commercial Offers in conjunction with other Departments (i.e. Design, Production ...).
- Negotiate with customers until we get the order.
- Interface extensively with Customer for any Requirements until Furnishing the Material.