

Holds a B. Sc. in Electrical & Electronics & Mechatronics Engineering and has over 18 years' experience working as Business Development Manager, Senior Technical Sales & Operations Engineer, Senior Field Service Engineer and Field Coordinator.

PERSONAL DATA

Nationality : Egyptian
Birth Date : 30/08/1986
Gender : Male
Marital Status : Married
Residence : Nasr City, Cairo

EDUCATION

: B. Sc. in Electrical & Electronics & Mechatronics Engineering, Menoufia University, 2008

LANGUAGES

Arabic : Native Language
English : Very Good
French : Basics

COMPUTER SKILLS

: Windows, MS Office (Word, Excel, Power Point), Internet
: Matlab
: AUTOCAD 2000 and IDEAS
: Pascal & Basic
: Primavera

TRAINING COURSES AND CERTIFICATIONS

: Project Management certificate PMP.
: Sales Management certificate from ESLSCA.
: Senior Executive Diploma at School of Business at the American University in Cairo (Jun. 2025).
: Advanced Management program from School of Business at the American University in Cairo (Jul. 2024).
: Training courses in Maersk Dubai in IWCF and IADC (2020).

- : HSE Competency Assurance by BP (British Petroleum) and GUPCO (Gulf of Suez Petroleum Company), Egypt (2010):
 - Performing authority.
 - Control of Work.
 - H2S.
 - Confined Space.
 - Helicopter Safety.
 - Rescue Team.
- : WTR Pipe Work Repair Technology, Egypt (2010): Completed the Technowrap 2K System Safety and Application Competency Training Course concerning Pipe work repair technology (integrity and maintenance solutions).
- : Proserv UHP & Jet Cutting Training, Egypt (2010): Completed the Ultra High Pressure pumps operation and Jet Cutting and flushing training programs.
- : Training courses in PLC, SCADA and AUTOCAD (2D) from COMPU SYSTEMS.
- : Training courses in SQL server 2000 and visual C#.NET.
- : 2 weeks training in Electricity Holding Company Delta: Maintenance of low Voltage lines (Jul. 2006).
- : 4 weeks training in Helwan Company for iron manufacture: Instrumentation & Maintenance and Troubleshooting and control of Industrial Automation Systems.

CHRONOLOGICAL EXPERIENCE RECORD

Dates	: From Jul. 2025 till now
Employer	: INNOVEX INTERNATIONAL
Job title	: Business Development Manager North Africa
Job Description	: • Promote and represent Innovex' s Products in assigned area(s). • Work to introduce new technologies to the territory. • Work to drive profitable growth for Innovex business in assigned areas of responsibility. • Develop and secures new customer relationships through strategic business development activities. • Lead market segmentation and account targeting strategies in assigned areas along with Region Sales Management. • Drives the route to market strategy within assigned area(s) of responsibility and drives development of necessary business relationships to enhance routes to market – this includes relationships with E&P companies, service companies, and distributors / resellers / agents as necessary. • Drive the introduction of new products into assigned areas by coordinating global resources, local operations, and client acceptance for the product. • Implement, track, and work with Application Engineering to report critical testing in the field on new products, product enhancements, or existing products in new applications within assigned areas(s) of responsibility. • Through / in conjunction with the inside sales team, provide technical & commercial quotes / tenders and contracts. • Provide customer set up information for setup of new customers. • Where needed, carry out due diligence exercise for new customers in

the assigned area(s).

- Approve quotes pricing structure and discounts, in consultation with respective product line managers.
- Make regular follow-ups on status of quotes, tenders, pre-qualifications, and payments.
- Review / approve invoices before being sent to Customers.
- Communicate concession requests, issues and delivery status to Customers.
- Must be prepared to handle special projects as assigned by the Product Line, Sales or Operations VPs.
- Identify and report risks and opportunities for improvement, including those needed to enhance company processes, product / service performance and customer satisfaction.
- In coordination with HR department, review performance / competency of subordinates (if any), analyse training needs and establish training plans.
- As required, work with QHSE, Operations, Application Engineering, Engineering, and Product Line Management to assist in product failure investigation, support, and corrective action implementation.
- If applicable, represent the organization in outside discussions and technical forums through presentations and authorship of relevant technical papers.
- Regularly report performance, opportunities & issues management.
- Big focus on the IOC's (bp, shell, exxon, chevron) especially in deep water drilling application.

Dates	:	From Jan. 2023 till Jun. 2025
Employer	:	Varel Energy Solution
Job title	:	Area Sales Manager AFRICA (cementing equipment and completion tools)
Job Description	:	• Re-evaluate sales and marketing strategies to meet sales goals. • Attend relevant Trade Shows and manage customer interaction and follow-up of leads. • Prepare and execute annual sales plans and goals in accordance with Divisional and Business Unit objectives. • Implement long and short-term strategies to develop a self-sufficient Profit Center with C2 focus. • Conduct and update market and customer surveys. • Represent organization to Engineering, Production, Warranty, and other primary functions within the customer's organization. • Utilize Process Analysis to learn customer needs and to identify opportunities. • Work with functional support personnel to bring solutions to customer needs. • Prepare and present formal and informal presentations and seminars supporting the customer's requirements. • Achieved sales and distribution goals achieved on a monthly, quarterly, and annual basis. • Field operation (Cement & Casing Jobs & Drill Bits). • Tenders' evaluation, preparing and planning (Technical and commercial) from A to Z.

- Contracts evaluating, negotiating, and following up.
- Searching for new clients who could benefit from PCE products in Africa.
- Travelling to Visit Potential Clients, establishing new, and maintaining existing, relationships with customers.
- Managing and interpreting customer requirements.
- Calculating client quotations.
- Negotiating tender and contract terms.
- Offering after sales support services.
- Administering client accounts.
- Preparing sales reports, Meeting sales reports.
- Recording regular targets.
- Supporting marketing by attending the trade shows, conferences, and other marketing events.
- Making technical presentations and demonstrating Varel equipment.
- Liaising with Varel operation, Logistics, and sales team members.
- Provide pre-sales technical support, product education.
- Introducing new product updates and developments in the region, in charge of cementing products application engineering: casing standoff and centralizers placement simulations, surge, and torque & drag calculations analysis.
- Planning Product pricing to ensure profitability and to being competitive in Africa.
- Provide Technical and Commercial Support for Sales team on Tenders & Sales Quotation with coordination of engineering & manufacturing departments based in Aberdeen HQ.
- Prepares and submits sales reports showing sales volume, potential sales, and areas of proposed opportunity, including prospects for the region.
- Manage the sales cycle from potential business to closing.

Dates	:	From Oct. 2017 till Dec. 2022
Employer	:	Varel Energy Solution (Downhole Products) (Egypt - North Africa)
Job title	:	Business Development Manager (cementing equipment and completion tools)
Job Description	:	• Field operation (Cement & Casing Jobs & Drill Bits). • Tenders' evaluation, preparing and planning (Technical and commercial) from A to Z. • Contracts evaluating, negotiating, and following up. • Searching for new clients who could benefit from DHP Products within Egypt. • Travelling to Visit Potential Clients. • Establishing new, and maintaining existing, relationships with customers. • Managing and interpreting customer requirements. • Calculating client quotations. • Negotiating tender and contract terms. • Offering after sales support services. • Administering client accounts. • Preparing sales reports. • Meeting sales reports. • Recording regular targets. • Supporting marketing by attending the trade shows, conferences, and

other marketing events.

- Making technical presentations and demonstrating DHP equipment.
- Liaising with DHP operation, Logistics, and sales team members.
- Provide pre-sales technical support, product education.
- Introducing new product updates and developments in the region.
- In charge for cementing products application engineering: casing standoff and centralizers placement simulations, surge, and torque & drag calculations analysis.
- Planning Product pricing to ensure profitability and to being competitive in the MENA.
- Provide Technical and Commercial Support for Sales team on Tenders & Sales Quotation with coordination of engineering & manufacturing departments based in Aberdeen HQ.
- Assure that all operations are performed in a consistent manner in compliance with all HSE, Company policies and QA/QC process.
- Expediting orders placed with sub-contractors and act as an initial contact for any technical queries.
- Reporting to Technical Sales Manager & Regional Sales Manager.

Dates	:	From Nov. 2013 till Sep. 2017
Employer	:	SEAHARVEST Oil & Gas
Job title	:	Senior Technical Sales & Operations Engineer (Asset Integrity & Wellbore Technology Solutions)
Job Description	:	• A Promotion was granted on Nov. 2013 due to the records and progress achieved while being Senior Field Engineer & Field Coordinator. • Sales, Marketing & Management Qualifications & Experience (from Nov. 2013 till Sep. 2016): - Field operation (Cement & Casing Jobs). - Tenders' evaluation, preparing and planning (Technical and commercial) from A to Z. - Contracts evaluating, negotiating and following up. - Issuing more than 100 P. Orders with total amount around 7.5 million US Dollars during the last 4 years. - Achieving revenue with average monthly rate around 100,000 US Dollars. - Performed day-to-day product sales, marketing, and service activities. - Control inventory level & to follow-up all shipments until receipt/stored. - Preparing quotations & proposals for incoming tenders & inquiries. - Identifying technical needs of customers through product knowledge and geographic understanding of challenges. - Assure that all operations are performed in a consistent manner in compliance with all HSE, Company policies and QA/QC process. - Utilize project management skills and tracking tools in the organization and execution of project assignments. - Provide guidance to less experienced staff. - Maintain an overview of the external market and my company marketing strategies by collaborating with the Region/Country Business Development, Account and Tech Teams to identify opportunities to grow profitable revenue and maintain awareness of the technology available.

- Sourcing new partnership with potential Vendors.
- ISO 9001 & HSE documents controlling and modifying.
- Budget building & controlling.
- Technical qualification for more than 25 manufacturers.
- QA/QC for all received/dispatched float equipment and centralizer orders.
- Prepared technical offers for more than 100 tenders and 300 RFQs during the last 8 years.
- Senior Technical Sales & Operations Engineer (Asset Integrity) (from Nov. 2013 till Sep. 2017):
 - Highly skilled Sales & Operations Engineer on day-to-day basis.
 - Identifying new business opportunities in different segments with new Customers.
 - Daily face to face clients meeting to ensure smooth and good delivery for all our products and services, and also increasing sales Volume.
 - Market Intelligence and penetration to facilitate identifying new sales opportunities.
 - Working closely with all company departments and business units, accurately.
 - Reviewing the work flow with a moderate flexibility with all operations updates.
 - Improving and analyzing the market share uses all available financial reports and data obtained from customers.
 - Forecasting budget and monitoring results.
 - Widen our range of services based on market demand and updates.
 - Ensuring a deep long-lasting relationship with Key clients.
 - Co-coordinating the 3-Ps (People, Product & Process).
 - Monitoring and supervising Company Accounts, to achieve specified targets.
 - Keeping all existing Customers as loyal customers ensuring a long-lasting business relationship.
 - Identifying new sales opportunities in other disciplines within our scope of work with our existing Accounts. And also generating new sales potentials to Non-Existing Customers by widely spreading my company's philosophy.
 - Supervising and participating in preparing all tenders and RFQs for our clients.
 - Prepare Monthly, Quarter and Yearly Activity and Revenue Plan including Yearly TAM "Total Available Market" Survey.
 - Coordinating with our vendors either inside or outside Egypt to meet our client's requirements, at the same time of securing the most beneficial deal for my employer.
 - Participating in putting my divisions target and Budget plan.
 - Responsible for All company operations in all company divisions.
- Participating in putting my division target and Budget plan.
- Market Intelligence preparation in co-operation with our BD department.

Dates : From Apr. 2008 till Oct. 2013
Employer : SEAHARVEST Oil & Gas

- Job titles** : • Senior Field Engineer & Field Coordinator (from Dec. 2011 till Oct. 2013)
• Field Service Engineer (from May 2009 till Nov. 2011)
- Job Description** : Acting as Service Engineer:
Performing wide range of services concerning as:
- Field Engineer in downhole operations and Drilling Solutions and Completion for well (on Rigs and Work-Over).
 - Pipeline solutions including Composites & Cold Repair services covering both, technical issues and Business Focal point for all our clients In order to maintain a good strong long lasting business relationship, Water Jet cutting, Pipeline cleaning & flushing, Working with Ultra High Pressure (UHP) pumps.
 - Jars and monel inspection by HOT-SPOT inspection detecting inside hidden cracks and defected zones.
 - Lifting inspection: in co-operation with our principal REEL group.
 - Casing & Cementing: Stage Cementing Equipment using DV tool stage collar with TOP-CO LP & Davis Lynch.
 - Preparing documentations with Microsoft Dynamics GP 10.0 ® (registration files, tenders, quotations, bills, invoices, rentals).
 - Drilling solutions as Solid Control operation.
 - Integrity services like Sponge jet blasting, cleaning vessels, Concrete repair and other products (Enecon Repair don't replace).
 - Bolting and Machining Services working with Hydratight.
 - Painting Inspector from Sigma.
 - Resistance to Corrosion & Metal Protection using OxiFree.
 - Preservation for all plants by Cortec Corporation.
 - Inspection on Pipelines.
- Field of experience** : • Summary:
- Oilfield services and drilling rig experience.
 - Operations Management & leadership experience.
 - 18+ years Energy, Oil & Gas Experience.
 - Area Sales Manager Africa (Varel Energy Solution) (currently).
 - Business Development Manager - Egypt at Downhole products (previous).
 - Senior Technical Sales & Operations Engineer (previous).
 - Senior Field Engineer & Field Coordinator.
 - Junior Field Engineer / Asset Integrity & wellbore solutions.
 - Field Service Engineer.
- Accomplished Sales Manager offering 18 years of experience developing and maximizing Oil & Gas equipment sales. Diligent in building and retaining accounts by providing support and attentive service. Expertise in marketing strategies, product promotion and merchandising to achieve market penetration. Successful record of expanding network connections through persuasive brand imaging.
 - Accomplishments: Promoted to Regional Sales Manager after 8 successful years in the sales department.
 - Skills: Excellent Commercial & business awareness, Sales Skills Operations, Management, Communications skills, Business Development & Market Intelligence, Market Penetration, Customers & Vendors Oriented, Creative problem solving, Project Management, People Management, Supply chain, Budgeting & Expenditures, Analytical thinking, Sales Reporting, Database Management,

Employee Retention, Decision Making, Brand Marketing, Adaptability and Flexibility, Bid Request Management, Active Listening, Solution selling, Territory Management, Market Trend Analysis, Reliability, Vendor Management, Operations Management, Sales process, Goals and performance, Product Knowledge, Key Account Management, Customer Order Management, Pre-sales support, Change Management, Business development and planning, Proposal Development, Multitasking, KPI Tracking, Performance Evaluations, Brand-building strategies, Price Schedules, Direct Sales, B to B sales, National account management, Problem-Solving, Sales Quota Management, Account Acquisition, Sales Tracking, New Business Development, Marketing Strategy Development, Sales Records Management, Inventory Management, Sales Planning, Sales Presentations, Customer Trend Analysis, Motivational Skills, Business Needs Assessment, Systems and software expertise, Sales expertise, Goal Setting and Achievement, Promotional sales events.