

Holds a B. Sc. in Communications & Electronics Engineering and has over 8 years of sales or sales engineering experience in a business-to-business, large/strategic customer segment.

PERSONAL DATA

Nationality : Egyptian
Gender : Female
Residence : Currently KSA

EDUCATION

: B. Sc. in Communications & Electronics Engineering, Banha University, 2008

LANGUAGES

Arabic : Native Language
English : Very Good

COMPUTER SKILLS

: Windows, MS Office, Internet

TRAINING COURSES AND CERTIFICATIONS

: Certified fire alarm system (Siemens) (XLS, Cerberous Pro).
: Certified in simplex.

CHRONOLOGICAL EXPERIENCE RECORD

Dates : From Dec. 2009 till May 2018
Employer : Saudi Media Systems
Job title : Pre-sales Engineer
Job Description :

- Ensure proper performance and effectiveness of systems and demonstrate adequate planning of Low Current Systems including but not limited to (Addressable & Conventional Fire Alarm, IP CCTV, Access Control, MATV /IPTV, Intercom, Nurse Call, IP Master Clock).
- Work deals assigned to the sales team supported, prioritizing effort based on maximizing total impact on team productivity and profit, or as directed by the sales manager.
- Proactively scope the technical solution required to address customer requirements, assess customers' met and unmet needs, and

recommend solutions that optimize value for both the customer and the firm.

- Participate in the development of Low current systems as well as related policies and procedures.
- Supervise activities and ensures the proper implementation of the related low current systems policies and procedures.
- Evaluate Electronics / Low current suppliers' contracts.
- Ensure the regular verification, implementation, maintenance, and functionality of the low current system.
- Ensure the proper implementation of the Low current Systems to avoid and resolve any occurring problems, makes sure all backups are well protected to avoid any risks of data loss.
- Participate in the development of Low Current systems policies and procedures.
- Ability to recommend development plans for Low Current systems in order to meet the required level of efficiency.
- Can supervise and participate in the development of the Low Current system operations and procedures manuals.
- Secure input from all necessary solution stakeholders within the customer firm.
- Adapt solutions, as necessary, to ensure appropriate support.
- Coordinate closely with internal sales, sales support, and service resources to align solution design with customers' business requirements.
- Provide coaching and professional development to team member sales associates in order to enhance their product knowledge, technical acumen, and technical sales skills.
- Opportunistically pursues additional business development opportunities within customer firms. Collaborate with sales to ensure these opportunities are effectively covered and advanced.
- Monitor customer support for technical solutions proposed throughout the sales process, and alerts the sales and account teams to potential risks of deal closure.

- Field of experience :**
- Over 8 years of sales or sales engineering experience in a business-to-business, large/strategic customer segment.
 - A record of achievement and technical solution expertise in a comparable sales role.
 - Product certification, engineering credential, or equivalent technical credential.
 - Strong Written and Verbal Communication skills with the vendors and stack holders, good cooperation with the sales team and project management team.
 - Very good knowledge in Morely, Notifier by Honeywell.
 - Understanding of international codes and standards in the fire alarm industry (e.g. NFPA and BS) and with the local civil defense regulations.
 - Worked in design and commissioning of fire detection and protection systems.