

Holds a B. Sc. in Electrical Engineering and has over 20 years experience in the power and automation industries business, Electrical HV, MV and LV Business with solid technical and commercial background, Business Development and Sales Portfolio Included Hardware, Software, Electrical systems and field instruments, turnkey projects, and post sales service packages across Egypt and Multiple EMEA countries.

## PERSONAL DATA

Nationality : Egyptian  
Gender : Male

## EDUCATION

: B. Sc. in Electrical Engineering, Mansoura University, 1999

## LANGUAGES

Arabic : Native Language  
English : Fluent

## COMPUTER SKILLS

: Windows, MS Office, Internet  
: MS Visio  
: Sales Force/Compass

## CHRONOLOGICAL EXPERIENCE RECORD

**Dates** : From Sep. 2019 till now  
**Employer** : Larsen and Toubro, L&T Construction, Egypt  
**Job title** : Senior Business Development Manager  
**Job Description** :

- Develop new customers for L&T Construction in Egypt.
- Aggressively attacking business to ensure competitive take-away, market share growth and prime strategic positioning for future business successes.
- Accountable for meetings and exceeding sales revenues targets set by top management.
- Communicate issues and problems back into company in order to drive and assist with resolution.
- Identify, qualify and close new business in line with set quotas and engage appropriate resources from cross-functional teams to ensure successful business execution.
- Own and manage related RFQs and act as prim in ensuring timely

response delivery and feed information back into management in support of developing business plans.

- Regularly update our system with customer data, news, new opportunity logs and plans.
- Highlights: Drove the company to be invited to participate in all tenders by Egyptian Electricity Transmission company after more than one year not invited, in only four months.

**Dates** : From Oct. 2017 till Sep. 2019  
**Employer** : Schneider Electric, Egypt  
**Job title** : Sr. Expert Sales Leader (Infrastructure, Ports & Transportation)  
**Job Description** :

- Drive the sales of company Eco-Structure solutions (all company portfolio products) achieving the assigned business unit financial targets & KPIs by direct offering or through certified partners.
- Planning & executing sales strategies and contributing to impact the growth of our business and achieving the sales targets.
- Creating new business opportunities in different prospects and utilizing business knowledge and global qualifications and references to create value propositions.
- Preparing of projects pipeline, forecast lists.
- Highlights: Increased Schneider-Electric market position in Infrastructure sector and long-term growth opportunities.

**Dates** : From Jan. 2016 till Nov. 2017  
**Employer** : Schneider Electric, Egypt  
**Job title** : EMEA Business Development Leader, Power Industry  
**Job Description** :

- Develop our potential business in the process automation industry & distributed control system solutions, software and Field Devices in EMEA Region.
- Planning & executing sales strategies and contributing to impact the growth of our business and achieving the sales targets in Region.
- Creating new business opportunities in different prospects and utilizing business knowledge and global qualifications and references to create value propositions.
- Build up the winning strategies, analysis's and prices for opportunities.
- Identify prospects and create entry strategies for each Customer Account.
- Monitor Competition, Market Share and Pricing within EMEA Countries.
- Manage success of the account by providing resolution of account issues, including end-to-end service delivery.
- Highlights: Achieved and exceeded profitable growth and performance targets. Increased Schneider Electric market position and long-term growth opportunities.

**Dates** : From Mar. 2011 till Jan. 2016  
**Employer** : Schneider Electric (Legacy Invensys), Egypt  
**Job title** : Senior Client Sales Executive

- Job Description** :
- Develop our potential business in the process automation industry & distributed control system solutions, software, Field Devices, MV, LV, RMU and protection systems in Egypt and Middle East Power, Metal, Oil/Gas and infrastructure Industries.
  - In charge of selling & supporting End-to-End Enterprise solutions, green-field projects, brown-field projects and mega projects.
  - Creating and maintaining territory sales plan.
  - Lead sales team in evaluating Go /No Go against RFP, cost, margin, risk, etc. during proposal & negotiation cycle.
  - Survey and analyze competition activity and build action plans and pricing strategies accordingly.
  - Foster long-term relationships development with customers.
  - Promote value added sales approach and engage in commercial negotiations with clients.
  - Build up the technical and commercial proposal using company portfolio products and any required buyouts.
  - Following up with our delivery team and clients to solve any problems and replying to their clarifications to meet their requirements and win the project.
  - Lead, coordinate and manage the client relationship to become the client's trusted advisor.
  - Highlights: Drove the company to be one of the most preferable automation vendors in EMEA Region in the last 4 years in Power Industry automation scope by winning the below projects:
    - 13 power projects (CCPP and Thermal PP) complete automation package with software and Field devices inside Egypt (26 M \$).
    - 6 power projects (CCPP and Thermal PP) complete automation package with software and Field devices in KSA, UAE and Iraq (23 M \$).
    - Two power projects (Thermal PP) complete automation package with software and Field devices in in south Europe (12 M\$).
    - 6 projects in oil & Gas and 2 projects in steel industry inside Egypt (7 M\$).

**Dates** : From Jun. 2009 till Feb. 2011

**Employer** : [EGYPTROL](http://www.egyptrol.com)

**Job title** : Business Development Manager

- Job Description** :
- Develop business relationship with the clients by following the existing power generation, Substation and industrial applications projects, including company pre-qualification subject to targeted suitable projects and identification.
  - Build up communication with international partners for different type of cooperation in multi-fields.
  - Managing and following up all projects in Egypt, North Africa and Gulf Area.
  - Pursue profitable contract opportunities with client's EPC Contractors and Foreigner Consulting Companies.
  - Organize meetings with clients to reach optimum solutions regarding all aspects for any project that satisfy both parties.
  - Create synergy with some companies inside and outside Egypt working

in the same field with different services.

- Highlights: Drove the company to achieve a business growth of more than 120% and became one of the well-known engineering and consultancy firm in the Power, Steal and Pharmaceutical markets.

**Dates** : From Jan. 2008 till May 2009  
**Employer** : Turner Construction International, Egypt  
**Project** : Emaar Misr – Uptown Cairo Project  
**Job title** : Electrical Superintendent  
**Job Description** :

- Managing and following up all electrical issues for UTC project with client Emaar, consultants, contractors and suppliers.
- Directly responsible for the design review, technical support, site supervision, expediting and coordination of infrastructure works including 220/22 KV electrical substation, medium and low voltage networks, in addition residential electric works (lighting, control, lightning...etc), in accordance with schedules, international and local design standards.

**Dates** : From Nov. 2006 till Nov. 2007  
**Employer** : AL-FANAR Construction, Qatar  
AL-FANAR Co. is a reputed Saudi EPC contracting company in Gulf Region working as a professional turnkey construction company in the field of electrical power plants and transmission substations construction.  
**Job title** : Projects Services Manager  
**Job Description** :

- Pursue profitable contract opportunities with clients such as KAHRAMAA, QP and other big consultancy companies.
- Managing and following up all projects in QATAR.
- Organize meetings with contracted project managers to reach optimum solutions regarding all aspects of the project that satisfy both parties.
- Highlights: Won, manage and deliver two fast track projects, Electrical Substations (66, 33 KVA) with (98 M QAR).

**Dates** : From Mar. 2004 till Nov. 2006  
**Employer** : AL-FANAR Construction, KSA and UAE  
**Job title** : Business Development Engineer  
**Job Description** :

- Develop business relationship with the clients by following the existing power generation, Substation and industrial applications projects, including company pre-qualification subject to targeted suitable projects and identification.
- Build up communication with international partners for different type of cooperation in multi-fields.
- Reviewing all technical and commercial RFQ received, build up the winning strategy, analysis and prices as well.
- Back up support of tendering department by following all related inquiries from suppliers (GIS, Transformers ...etc.).

**Dates** : From Oct. 1999 till Feb. 2004  
**Employer** : Egypt Electricity Transmission Company, Egypt  
**Job title** : Protection and Coordination Engineer

- Job Description** :
- Witnessing and supervised new projects and Substations in Delta and Canal areas.
  - Owner Representative for EETC in site meetings in several projects.
  - Perform yearly testing program for all relays in Delta Region substations.
  - Testing and adjusting settings for all types of relays.
  - Testing of all Switchgear equipment (GIS, AIS).
  - Dealing with all test equipment manually and through computer.
  - Instructor for some training courses in network systems, protection relays, wiring and drawings for technicians work in EETC which included practical training in fields to improve their activities.
- Field of experience** :
- Lead Multiple sales teams on customer pricing, bidding and negotiation strategies to maximize chances of bid success that helped generating and closing businesses deals up to:
    - 80M\$, in five years inside Egypt and other countries in EMEA in Automation Field.
    - 20M\$. in two years inside Egypt in Infrastructure Field.
    - 43M\$ in Five months inside Egypt in Electrical Substation and OHTL Field.
  - Experience in business development, Sales and Marketing activities includes prospecting, promotional campaigns, competitive analysis, target marketing, direct & channel sales, business case presentation, bidding supports, contracts finalization, and sales closure.
  - Skills:
    - Account management.
    - Team Leading.
    - C-level Negotiation.
    - Technical and financial reporting.
  - Awards: Best Seller EMEA (2015, 2016).