AHMED

AHMED.146013@2freemail.com

Profile Summary

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|  | An agile and enthusiastic professional with over 15 years' of professional mixed experience as a competent sales manager and engineer. With 8 years of sales management experience involving analyzing market competition, developing new account and territory expansion. A graduate of Civil Engineering, currently ongoing a certification process in PMP, proficient in a plethora of sales and project management expertise. Possess effective skills and core competencies needed to boost organizational growth. Proven track record of achieving successful revenue growth, comprehensive understanding of sales cycle process and a focused demeanor towards customer satisfaction and retention as well as strong sales expertise in steel products, building materials to prestige consultants, and major contractors. |

Career Progression

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|  | **Bekaert** – *A Belgium based steel manufacturer founded in 1880, specialized in steel transformation and coatings. Bekaert is a global firm located in over 120 countries, with more than 30,000 employees, with a combined sales of Euro 4.3 billion/year.***Regional Sales Manager & Technical Support** **March 2013 – Present** Regional role overseeing sales and marketing, business development, concept selling, specifications from designers and consultants, and technical Support across the GCC.Responsibilities:* Track and analyze current and future trends in the building sector in order to identify potential business opportunities.
* Develop the market for Dramix® Steel fibers for concrete reinforcement.
* Perform all necessary sales activities to achieve the objectives on volumes and prices (customer visits, technical assistance, promotions)
* Develop sales plans which are in line with the business strategies of the organization.
* Promote Dramix® and its applications towards architects, designers and contractors.
* Close co-operation with the back office and implementing adequate marketing mix.
* Organize and co-ordinate the technical services towards customers and other parties, ensuring optimal solutions for both the customer and Bekaert.

Achievements:* Increasing market share of steel fibers which assisted in restricting competition in the related market.
* Promoting Dramix® by familiarizing steel fibers and effectively increasing sales volume from 700 tons to 2000+ tons.
* Assisted engineers and developers in specifying steel fibers.

**Dextra Middle East** – *A French MNC specialized in manufacturing structural steel products and services for the industry in Tension bars, Rebar couplers, Sonic Logging Pipes, FRP Rebar and Marine Tie Rods. The company is head quartered in Thailand with offices in the USA, Brazil, France, Hong Kong, China, Dubai and India.***Sales Manager** **November 2010 – February 2013** Regional role overseeing sales and marketing, business development, concept selling, specifications from designers and consultants across the UAE, Oman, Bahrain and Egypt.Responsibilities:* Identify target projects and potential applications to generate business opportunities by specifying the products right from the design stage.
* Developing confidence and understanding of a technical product with the purpose of effectively communicating to a related audience.
* Gather market intelligence and collaborate with related clients, consultants and contractors in recommending comprehensive solutions and proposals for the projects to ease their work; through sales presentations.
* Establish, maintain and build key relationships with decision makers to provide continuity, baseline sales results and support them in specification writing.
* Collect and analyze competitors’ data, prepare comparisons to focus clients’ attention to the advantages of our product to keep our market share secured and minimize competition influence.
* Provide timely feedback to senior management on sales activities.

Achievements:* Established a market and familiarized tie rods which increased the sales from AED 2M to AED 5M.
* Key role in increasing the market share of tie back systems to 50% - 55%, and restricting the competition in the market.
* Promoted Dextra as a high-tech manufacturer of steel products especially tie backs for a wide range of customers like CMW (UAE Army), Dubai Municipality, ADNOC, Takreer, DP World.
* Achieved specifications with major designers and marine consultants.
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|  | **Laticrete –** *An American MNC leader for over 50 years in the manufacturing of high-strength shock and weather resistant tile & stone installation systems and waterproofing products. Laticretes’ name is associated with some of the most prestigious projects in the region such as; Burj Al Arab, WTC Dubai, Burj Khalifa, Atlantis, The Palm, Sheikh Zayed Grand Mosque, Yas Marina Circuit, Dubai, Doha & Bahrain International Airports.* **Regional Technical Sales Manager** **September 2009 – October 2010**Appointed as a Regional Technical Sales Manager for the sales and marketing, territory startup, business & channel development, distributors coordination and after sales service across Egypt, Syria, Jordan, Sudan and Libya.Responsibilities:* Identify projects offering sales potential in the assigned territory and development of sales strategy for the region that ensures attainment of company sales goals and profitability.
* Evaluate and measure performance of new and existing distributors/dealers and contractors throughout the region to ensure geographic coverage, and performance against set objectives are delivered.
* Work closely with the preferred distributors to identify key account leads and seek our opportunities to provide customized solutions for large construction orders.
* Generate specifications with architects and engineers to ensure the products are specified on major projects.
* Develop existing products and application opportunities, and introducing new products.
* Conduct sales presentations to consultants and contractors.

Achievements:* Promoted Laticrete as a quality manufacturer of building materials products for a wide range of architects, consultants and developers all over the assigned territory.
* Developed a comprehensive technical/sales training package for distributors and delivered it to their sales staff.
* Provided the products specified in a number of individual projects fetching recurring business.
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|  | **VSL Switzerland, Pre-stressed Concrete Co. –** *VSL’s experience in post-tensioning and related engineering goes back more than 50 years. VSL operates through 34 subsidiaries, including two production facilities in Spain and China. With 2,900 employees, VSL provides technical consultancy and support for all works related to project planning.***Project Engineer** **February 2007 – August 2009*** Managed a team of site engineers, QA/QC engineers, PT operators and supervisors.
* Responsible for all PT works on site; planning, executing, monitoring and controlling.
* Revise shop drawings in liaison with the consultant.
* Perform inspections on PT, steel reinforcement and concrete; developing snag lists.
* Monitor material consumption and scheduling material delivery on site
* Follow up site operations and quality control tests.
* Deliver daily safety briefings/tool box talks to site staff.
* Attend daily site meetings and weekly safety meetings.
* Assure equipment efficiency on site and reporting any malfunctions.
* Projects worked for: Garhoud Bridge, Dubai, UAE (600tons) / Gateway Towers – Palm Jumeirah, UAE (1300tons)
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|  | **Darviche Haddad Pre-stressed Concrete Co.** in association with CCL Stressing Systems *Established in 1999, DHPCC took over the post-tensioning activity of CCL in the Gulf and is working jointly with Gifford & Partners, a British consulting and engineering firm, pioneer in the design of post-tensioning. With numerous, highly qualified, specialist design and installation team, offering a full range of services to civil structures, water tanks, transfer structures and building projects.***Site Engineer**  **May 2004 – January 2007*** Full responsibility of all PT works on site; planning, executing, monitoring and controlling
* Organize/schedule manpower in a supervision contract
* Train contractor’s supervisors and labors.
* Follow up material consumption and equipment maintenance
* Trained to maintain all onsite equipment(Hydraulic Jacks, Grouting pumps)
* Perform inspections on PT, developing snag lists and handing works to consultant.
* Perform all stressing and grouting operations and reports.
* Deliver daily safety briefings/tool box talks to site staff.
* Attend daily site meetings and weekly safety meetings.
* Assure equipment efficiency on site and reporting any malfunctions.
* Projects worked for: The Residences (6 towers) @ Downtown Burj Khalifa / 5 Individual towers (40 storey) @ Business Bay in Doha, Qatar*.*
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|  | **CCC – Consolidated Contractors Co. –**  *A leading diversified company carrying out construction, engineering, procurement, development & investment activities internationally with emphasis on the Middle East. From its beginnings in 1952, CCC has become the largest engineering & construction company in the Middle East. Today CCC embraces the ambitions & welfare of over 140,000 employees composed of over sixty nationalities.***QS Engineer** **May 2003 – April 2004*** Regularly monitoring operations performance on site to ensure accurate measurement of work required on regular basis.
* Identify and investigate any variations from plan, and notify these to appropriate personnel, agreeing and implementing appropriate remedial action with contract manager.
* Ensure that subcontract costs are monitored and controlled against agreed budgets, and that cost information is accurately recorded and regularly presented to appropriate personnel in a clear and concise format.
* Evaluate dispute information and prepare claims for reimbursement of loss and expense.
* Negotiate and manage the resolution of disputes.
* Maintain highest levels of commercial confidentiality in all aspects of employment.
* Full responsibility of the finishing works for ‘Inter Continental’ hotel, take off quantities for all elements on the project.
* Projects worked for: Golden Pyramids Plaza (City Stars) – Cairo, Egypt
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|  | **Military Service***Obligatory service***Site Coordinator** **October 2001 – December 2002** Appointed as a Site Coordinator for the Technical Office at the Engineering Department. * Planning and scheduling of construction works
* Managing labor force and subcontractors
* Prepare activity reports and reporting to senior management.
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Education

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|  | **Higher Technological Institute - Egypt**Bachelor Science in Civil Engineering, 2001 |

Skills & Certificates

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|  | **PMP –** *currently acquiring***Post Tensioning Professional – VSL Academy, Bangkok, Thailand****ELSA & BFA (Emergency Life Support Adult & Basic First Aid) – St John Ambulance, UK****Interior Design Online Certificate** |

Technology

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|  | MS Office (Word/Excel/PowerPoint), Windows (all), AutoCAD |

Interests

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|  | Swimming, Tennis, Sailing, Camping, Off-Road Driving, Photography |

Personal Data

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|  | Date of birth: 26th April 1978Nationality: EgyptianMarital Status: MarriedLanguage: Expert written and verbal fluency in English. Arabic mother tongue  |