Objective



Looking for a challenge opportunity in a leading multinational or a reputable well-structured company with an appropriate career development, where my experience, educational background and presentation skills can be applied and continuing be challenged in a marketing strategy.



Education



2012- MBA in International Business - Arab Academy for Science, Technology & Maritime Transport

2010- Professional Certificate in Marketing – American University in Cairo

2008- Course of Credit & Investment by Close Bank UK

1997*-* Diploma of Banking - Ain Shams University

1995*-* Bachelor of Commerce, Business Administration - Ain Shams University.



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| --- | --- |
|  | Experience |
|  |  |
| **Core Competencies** |  |
| Marketing Efficiencies |  |
| Competitive Analysis |  |
| Vendor Relationships |  |
| Product Development & Launch Sales |  |
| Customer Relationship Management |  |
| Retail and Consumer Product channel |  |
| **– UAE** | From Dec 2015 till current |
| **Sales Executive** |  |

**SILICON21 - Egypt**

Silicon21 is a Value Added Distributor (VAD) of Data Communication, Networking Equipment and Digital Imaging in Egypt, Middle East & North Africa.

**Canon Product Marketing Manager** From April 2013 till December 2015

* Managing the product line life cycle from strategic planning to tactical activities.
* Provides market and competitive analyses in order to provide guidance and recommendations to maximize sales.
* Set pricing to meet revenues and profitability goals.
* Supporting sales team in closing massive projects, tenders, pipelines, pricing, promotion and various marketing activities.
* Day to day communication with vendors in order to inform and follow up the opened deals to get best prices- lead time – closing deals.
* Managing Canon global accounts in order to increase our business opportunities.
* Communicating with logistics department to contact suppliers in order to arrange the best lead time payment facilities and return maintenance authorization.
* Communicating with presales for verifying all solutions with suppliers and acknowledge with the new technologies.

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**Micro Company - Egypt**

APTEC carries distribution for World Class Brands cover most of the hardware, software, networking, and mobile business. Products such as HP, IBM, Fujitsu-Siemens, Dell, Acer, APC, EPSON, Intel, Microsoft, Symantec, Oracle, Network Associates, 3COM, D-Link, Sony Ericsson & Mobinil.

**Marketing Manager** From 2011 till March 2013

* Handled all marketing and communication activity toward IT & Telecom channels.
* Create, develop and manage content for Aptec website
* Develop and implement offline & online marketing plans and projects for new and existing products
* Conduct marketing research to determine market requirements
* Analysis of customer research, current market conditions and competitor information

**Sales Manager –Telecom Dep.** From 2001 till March 2013

**Sony Ericsson – Mobinil**

* Maintained sustainable relationship with the channels and with the venders.
* Managing and developing a team of 30 all over Egypt and insure each one KPI’s are fulfilled
* Supervision over the sales quota
* Generated a focused and balanced pipeline to deliver linear objectives over quarters Consistent 100% revenue & GP growth over 4 continues Quarters.
* Perform competitive analysis for product positioning and market segmentation.
* Sharing with the supplier in putting and executing new product awareness education plans for the staff and for the channels.
* Creating and managing various reports required for the business unit and for the Vendor.

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| **Sales Executive** | 1998-2000 |

* Handling number of channels from small to medium accounts.
* Handling the complete sales cycle.
* Updating the company Database.
* Updating the channel partners with the product info and prices
* Sharing in IT & Telecommunication exhibitions such as (Gitex, Acitex & Mobile Fair)



Language & Skills



* Arabic: Native English: Fluent French: Very Good
* Proficient in MS Office (Word, Excel, PowerPoint), Adobe Photoshop & Internet Search
* Business Communication Skills
* Technical & Financial proposals Preparation
* Designing & Giving Presentation
* Event Planning

Awards



* Certified Business Solutions by Canon-me May 2013
* Sales Management and Financial Management Certificates - Mobinil & IFC 2007
* Distribution Channels Management Award - Mobinil & Integrated Marketing Solutions 2003



**First Name of Application CV No:** **1700940**

Whatsapp Mobile: +971504753686



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