**Ahmed**

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**Professional Profile**

I am a self motivated and resourceful employee, with positive interpersonal skills. Building on my background in electrical engineering, I have gained wide experience in the sales and marketing of a range of technical products for various organisations in differing markets. I am self-driven and had proved my ability to increase my knowledge of products and sectors. I enjoy working on large projects, especially in construction, working to achieve a final product. I have demonstrated my effective communication and personal skills in gaining, managing and maintaining positive customer relations. With my move to Dubai, I am now looking to further my career, and wish to join the commercial sector of an international company where I can use both my technical and interpersonal skills to continue to develop my personal knowledge and to be involved in maximizing the achievements and profits of an organization.

**Education**

**May 2006:** B.Sc. Electrical Power and Machines Engineering, **BSEE**

**Cairo University**, Faculty of Engineering, Cairo, Egypt

**Employment**

**May 2014 - Present:** Key Project Manager, Dewalt, Cairo, Egypt

* Introduced added value solutions, products and services for the customers in Egypt in order to suit their unique requirements.
* Approved Dewalt anchors and tools and demonstrated their competitive edge against other competitors.
* Prepared technical submittals for consultants for the approval of our products for a wide range of projects.
* Prepared quotations and technical data sheets and followed up on the sales cycle.
* Developed projects by creating new opportunities and applications in order to increase Dewalt’s market share.
* Achieved Sales objectives by gaining orders and selling a range of Dewalt’s products.
* Utilised a consultative selling approach to solve customer’s individual needs and requirements.
* Demonstrated effective communication, interpersonal and coordination skills with Technical Sales Representatives, Consulting Engineers, Accountants and others involved in projects.
* Provided Health and Safety education for labours and engineers in different sites on handling tools safely in order to eliminate accidents.

***Key Achievements:***

* Acquired the largest projects in Egypt (For example: The Grand Egyptian Museum, The Mall of Egypt (Al Futtaim), Almaza City Centre (Al Futtaim), Qatari Diar, Egyptian Steel Factory, Beni Sweef Power Plant).
* Increased the annual sales turnover by 15%.
* Developed the customer data base by acquiring new contractors.
* Became the first Dewalt employee to penetrate the electrical power plants market in Egypt.

**February 2012-May 2014:** Senior Marketing Engineer, El Sewedy Electric, Cairo, Egypt

* Prepared documents for consultant approvals and technical submittals.
* Ensured customer satisfaction & long term customer relationship through regular visits and surveys.
* Maintained the premier position of El Sewedy Electric products with all major consultants and contractors in the Egyptian and Gulf region.
* Utilised data analysis and market assessment skills to maximise product sales and solutions.
* Carried out research on upcoming projects in order to target potential customers. Experience of leading the sales team in new projects.
* Monitored the markets and competitor's positions in order to develop an action plan to secure the market share.

***Key Achievements:***

* Approved the full range of cables for [Egyptian Atomic Energy Authority](https://en.wikipedia.org/wiki/Egyptian_Atomic_Energy_Authority).
* Approved Fire resistant cables for the Egyptian Grand Museum.
* Coordinated with KEMA for CWZ certificate for 1\*1.5mm2 fire resistant cable.

**November 2009 - January 2012:** Application Specialist, Messer Eutectic Castolin, Cairo, Egypt.

* Good customer relations skills as demonstrated by the positive connections, technical support and follow up on all sales activities.
* Introduced new Castolin products to the Egyptian market and increased the awareness of the product line and services.
* Opened new markets by acquiring new customers and exploring further possibilities with existing customer applications.
* Showed proficient understanding of the individual requirements of customers, providing them with relevant solutions.
* Provided customers with educational training on-site in how to use the products safely.
* Ensured customer satisfaction of products and the services provided to them by finding problem solving solutions.
* Experience of working with the leading glass, steel, cement and refrigeration manufacturers in Egypt.

***Key Achievements:***

* Involved in the initial start up of the Castloin company in Egypt.
* Handled the first service job with Torra cement factory for 5 million EGP.
* Won the biggest order for welding powder in Egypt (EPICO) for 1.5 million EGP.

**June 2008 - May 2009:** Sales Engineer (Mechanical & Electrical Trade) Hilti Emirates, Dubai, UAE

* Consistently achieved profitable sales meeting sales targets.
* Developed high quality long term relationships with decision makers in construction companies.
* Demonstrated Hilti products to potential buyers and provided practical training for their staff.
* Provided data and action plans in face-to-face meetings with electromechanical contractors and customers.
* Supplied solutions for customers technical inquires, ensuring approvals required for their projects.
* Prepared quotations and liaised with accounts departments, ensuring customer received the correct prices and discounts.
* Demonstrating new products and solutions for various applications in order to push for product penetrations within the market.

***Key Achievements:***

* Involved in working with the biggest projects in UAE and the middle east (Dubai mall, Jumeirah Lake Towers, RTA projects, Lake fountain Burj Dubai, Al Dar Headquarters )
* Increased the customer data base as a result of gaining new customers.
* Achieved required targets ( Sales volume, slow moving items, new customers)

**January 2007- May 2008:** Marketing Specialist (Customer Relation Management Division),

El Sewedy Cables, Cairo, Egypt

* Experience in customer relations and marketing through meeting customers (system integrators, electro-mechanical consultants, utilities, governmental organizations & contractors) from a wide range of sectors to present our products and the full service on offer.
* Penetrated the special cables market through working with providers to ensure approval of our cables for their systems (security systems, BMS, communications, IT).
* Utilised my skills in reviewing and analysing the market to find new opportunities and potential markets.
* Involved in the creation of new markets through gaining new customers and ensuring follow up with existing customers.
* Demonstrated good understanding and analyse of problems faced by existing customers and able to provide effective solutions in order to guarantee customer satisfaction.
* Provided greater opportunities for the sales departments by informing them of new available projects according to the different sectors (Local & International).
* Provided customers with data and standards in order to approve all the products in different sectors.
* Reviewed the status of existing customers and provided them with any technical assistance they might require.

***Key Achievements:***

* Increased the customer database.
* Involved in the manufacturing of a special design cable for Ericsson Egypt.
* Approved the communication cables with the biggest communication companies and providers in Egypt (Vodafone, Etisallat, Mobinil, Ericson, Huawei & ZTE).

**Internships Experience**

**September 2005:** Wire line Logging Field Intern,

 Baker Hughes, Baker Atlas, Marsa Matrouh, Egypt

**August 2005:** HVAC and lighting Control. Design / installation Engineer,

 Electra Control Inc. (Automated Logic, USA) Cairo, Egypt

**August 2004:** Lifts’ Electrical Control Maintenance / Installation Engineer

Hauslift Company (HausHann, Germany) Cairo, Egypt

**Professional Development:**

**August 2007:** Presentation skills course & communication skills course.

**May-August 2007:** Marketing course certified from Cambridge University, UK

**January 2008:** Customer Relationship Management course certified from Logic centre.

**May-August 2008:** Sales process management course in Hilti School, Dubai.

**Computer Skills**

Proficient in Microsoft Office (word, excel, power point, access).

**Languages**

Fluent in English and Arabic.

Good in German and a basic knowledge of French.

**Personal Information**

* ***Date of Birth:*** 8th March 1981
* ***Citizenship:*** Egyptian
* ***Marital Status:*** Married
* ***Driver’s License:*** Egyptian, UAE and International.