

Profile: Marketing Director with over 20 years experience. Adept at branding, market segmentation, consumer profiling, product development, brand extensions, category management, market research, management reporting, product launch, execution / implementation and sales coordination.

- Proficient in Marketing, Product development/Project Management/Channel Management / Team leadership / Planning / Budgeting.
- Well qualified – Graduated Majoring in Business administration and several relevant training programs.
- Proven success in organizational restructuring for enhancing working efficiencies.
- Multi domain exposure across wide portfolio of industries in FMCG's (included diversified range of product categories), Paints and Power Cables.

Seeking a senior Marketing role where I can contribute effectively to organizational prosperity and fulfill my career growth potential

CORE COMPETENCIES

Marketing & Sales

- Driving brand awareness / recognition and category development.
- Segmenting markets and profiling consumer needs, wants and desires.
- Formulating high impact brand communication.
- Managing external advertising/event management agencies.
- Researching and keen analysis of feedback for action/ course correction.
- Incorporating operational plans into the larger brand philosophy.
- Coordinating the sales operations, for increased sales growth.
- Driving effective promotional activities for growth and profitability.
- Cascading activation plans to ensure complete understanding by all stakeholders and effective implementation of the same.
- Developing and launching of new products.

Strategy

- Restructuring processes and organizations to achieve agreed objectives.
- Continuous innovation to keep on the winning path.
- Business model creation suitable for each environment.
- Maintaining clear lines of communication for flow of business information.
- Effective execution of plans to ensure achievement of agreed-to volume, market share and profit objectives.

Team Management

- Leading, training & monitoring the performance of team members to ensure efficiency in marketing operations and meeting of individual & group targets.
- Scheduling team assignments to achieve goals within time, quality & cost parameters.

KRAs and KPIs ACROSS CAREER SPAN

- Handle overall marketing management.
- Coordinate with sales channels and establish the 'go to market' activation.
- Participate in Trade Shows exhibitions and other marketing events.
- Drive business development, client acquisition.
- Develop and sustain client relationships and business networks.
- Develop new retailing models.
- Manage business and channel partners.
- Formulate product innovation plans, feed the innovation funnel.
- Develop regional plans/activities/ promotional plans and review all promotions.
- Make category evaluations, forecasts, reports based on analysis of retail audit data.
- Study post launch status and maintain constant interface with sales teams and review implementation.
- Achieve financial KPI's through strategic planning and locking in milestones within an FMCG planning cycle.

- Ensure the planning based on internal sales intelligence and research, impact key metrics including volumes, seasonality, and tactical market response requirements.
- Manage projects with key stakeholders identifying critical success factors for achievement of objectives.
- Evaluate Customer expectations study and author Market Segment Specs including buyer target, engineering deliverables, vehicle lifecycle, and vehicle content & pricing.
- Drive research assignments for consumer insights into existing and new business opportunities.
- Identify and activate brand communication platforms.
- End to end project management, manage outdoor signage including managing the traffic system and site supervision.
- Establish systems and processes and drive working efficiencies as well as cost mitigation activities.

CAREER HISTORY and HIGHLIGHTS

Marketing Manager – Suez Steel – Egypt

Apr. 2017 to Present

Reporting to the Commercial Consultant and General Manager and leading a team of 4

- Creation of the marketing department, including recruitment and marketing infrastructure formalization.
- Creation of the marketing strategy for the company including the tactical plans.
- Follow up on the execution of the different marketing plans and activities.

Marketing Manager – Orient Paints – Egypt

Oct. 2015 to 2017

Reporting to the General Manager and leading a team of 4

- Appointed and worked with advertising agencies in reaching the required individual designs and integrated campaigns like InHouse.
- Responsible for contracting and launching ATL campaigns including Outdoor, and Radio.
- Responsible for contracting and launching BTL campaigns including magazines, activation programs, promotions and diversified printed support material.
- Complete revamp of the company's entire packaging line.
- Overseen the social media integration in different organizations that I worked for either through a dedicated internal resource or through outsourcing.
- Structuring, screening and establishing the marketing department.
- Identifying areas for internal business logistics development.
- Creating awareness for the company across all business segments.

Marketing Director – Mido Coatings – Egypt

Jan. 2015 to Aug. 2015

Reporting to the CEO and Owner of Mido Group and leading a team of 6

- Responsible for contracting and launching ATL campaign including Outdoor.
- Responsible for contracting and launching BTL campaigns including magazines, activation programs, promotions and diversified printed support material.
- Member of the consulting committee for the Board of Directors.
- Structuring and expanding the marketing department.
- Identifying areas for business development for the group.
- Creating awareness for the company mainly in the retail business.
- Securing group's position in Automotive & Wood market segments.
- Reestablishing presence in the Architectural market segment.

Marketing Manager – Caparol Paints - UAE

Jan. 2013 to Nov. 2014

Reporting to the General Manager and leading a team of 6

- Appointed and worked with advertising agencies in reaching the required individual designs and integrated campaigns, the agency name was Avant.
- Responsible for contracting and launching ATL campaigns including Outdoor and Radio.
- Responsible for contracting and launching BTL campaigns including Newspapers, magazines, retail activation programs, promotions and diversified printed support material.
- Worked closely with different market research agencies such as IGI in qualitative researches.
- Overseen the social media integration a dedicated internal resource & through outsourcing.
- Member of the Senior Management committee responsible for establishing the company strategy.
- Restructuring the marketing department.
- Setting up marketing long and short term plans.
- Maintaining coordination with international subsidiaries.
- Creating awareness for the company both in the retail and project business.

Marketing Manager – Scib Paints part of Asian Paints – Egypt

Apr. 2009 to Dec. 2012

Reported to The Managing Director and led a team of 8.

- Appointed and worked with advertising agencies in reaching the required individual designs and integrated campaigns like Leo Burnett and InHouse.

- Responsible for contracting and launching ATL campaigns including TV, Outdoor, and Radio.
- Responsible for contracting and launching BTL campaigns including Newspapers, magazines, activation programs, promotions and diversified printed support material.
- The driving force behind the successful Brand Identity revamp which included the involvement of a multinational brand identity agency called Brand Union branch in South Africa.
- Initiated a new retail experience in the paint industry in Egypt based on a similar business model in India and worked throughout all of its stages with Fitch organization; the multinational renowned name in the field of retail environments.
- Worked closely with different market research agencies such as Logic in both qualitative researches.
- Overseen the social media integration through a dedicated internal resource & through outsourcing.
- Complete revamp of the company's entire packaging line.
- Member of the Scib's Organizing Committee containing all departments heads.
- Growth in the company's market share in existing and new market segments.

Marketing Manager - ISIS for Organic Products part of SEKEM Holding – Egypt

Mar. 2007 to Mar. 2009

- Deftly managed a wide range of products.
- Successfully steered the launch of several products.
- Introduced Milk and Juice in tetra packs.
- Created a high degree of brand recall of the company's name effectively deploying a relatively limited marketing budget.
- Appointed and worked with advertising agencies in reaching the required individual designs and integrated campaigns.
- Responsible for contracting and launching ATL campaigns including Outdoor and Radio.
- Responsible for contracting and launching BTL campaigns including Newspapers, magazines, retail activation programs, promotions and diversified printed support material.
- Worked closely with different market research agencies such as AC Nielsen in both quantitative researches.

Early Career

→ **Marketing Manager – Pachin Paints Co.**

July 2004 – Feb. 2007

- Conceived and successfully executed a two year project of re-launching Pachin's Brand Identity in coordination with a British marketing consultancy firm called Ashley Carter Whitehead.
- Appointed and worked with advertising agencies in reaching the required individual designs and integrated campaigns, some of the names I worked with include Promoseven and Tarek Nour.
- Responsible for contracting and launching ATL campaigns including TV, Outdoor, and Radio.
- Responsible for contracting and launching BTL campaigns including Newspapers, magazines, activation programs, promotions and diversified printed support material.
- Worked closely with different market research agencies such as Logic in qualitative researches.
- Complete revamp of the company's entire packaging line.
- Established Pachin as an umbrella brand for a domain of different successful sub brands.
- Regained Pachin's lost market share and further boosted its presence in the Egyptian market as the leader in paint industry.

→ Growth Path in Pachin Paints Co.

Acting Marketing Manager

Oct. 2002 – Jun. 2004

Deputy Marketing Manager

May 2001- Sept. 2002

Assistant Outlets Manager

Jun. 1999 – Apr. 2001

→ **Brand Manager - Heinz – Egypt**

Feb. 1998 – May 1999

- Managed fighter brand “Americana” portfolio.
- Successful launch of “Heinz” brand line extensions.
- Worked with advertising agencies in reaching the required individual designs like Satchi & Satchi.
- Responsible for contracting and launching BTL campaigns including magazines, retail activation programs, promotions and diversified printed support material.
- Worked closely with different market research agencies such as AC Nielsen in both quantitative and qualitative researches.
- Supervision and training of new Assistant Brand Managers.

→ Growth Path in Heinz Egypt

Export Coordinator Brand Manager

Jan. 1995 – Jan. 1998

Trainee in the Purchase Dept. with emphasis on imports

Aug. 1993 – Sept. 1993

Additional Professional Experience during University

→ **Part Time Research Analyst in Wafai Market Research Co.**

→ **Sales Representative in Marc International Co. for educational products**

→ **Marketing & Selling Cassette tapes as self - employment**

CREDENTIALS

- **Bachelor of Arts Major (Business Administration):** American University in Cairo – **Graduated in June 1993 with 3.2 GPA**

TRAINING

- The Brand workshop by Asian Paints in India.
- What is next in Marketing by Philip Kotler.
- Building a Powerful Brand by Logic Training & Consulting.
- Financial Analysis for non-Financial Executives by Excellence Consultants ltd.
- Import & Export Management Diploma – AUC in conjunction with London City College.
- Export Development Course organized by OUDA organization from Egypt.
- Category & Retail Space Management Training by Institute for International Research from England.
- Negotiation Skills Seminar by the German MGT. Institute & The Egyptian European Ass. For Economic & Social Development from Egypt.
- Contemporary Marketing MGT. Course by Gulf Marketing Ass. From Bahrain.
- Achieving ISO 9000 Registration Course by Bywater Organization from England.
- Effective Communication Course by Americana Human Resources Division from Egypt.
- Problem Solving & Decision Making Course by Americana Human Resources Division from Egypt.
- Delegation & Follow-Up Course by Americana Human Resources Division from Egypt
- Strategic Market Planning Workshop by Gulf Marketing Ass. From Bahrain.

LANGUAGE SKILLS

- Arabic: Mother tongue
- English: Fluent both written and spoken

COMPUTER SKILLS

- Microsoft NT & Office (Word, Excel, Power Point); Internet; Email

PERSONAL DETAILS

Date of Birth: 30 September 1971

Marital Status: Married with children

Nationality: Egyptian

Military Status: Finished on Nov. 1994