

Hassan Hesham

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Experience

Procter & Gamble

Sales Intern

Cairo, Egypt

Feb 2026 – Present

- Led the pilot execution of a new promotion system for High Frequency Stores, **resulting in a 150% increase** in the average invoice value and the items per bill for the High Frequency Stores in the pilot phase.
- Drove a SKU prioritization and recommendation initiative, providing sales reps with automated suggested order quantities and ranked priority SKUs to optimize in-store assortment in the traditional trade.
- Owned end-to-end coordination of a **500-store pilot for an AI-powered image recognition** solution for shelf-share tracking; accelerated the training phase by identifying and repurposing historical photo data.
- Identified operational risks in sales reporting through field audits, uncovering gaps between system compliance and physical transactions; proposed process improvements to safeguard pilot data accuracy.

Danone

Planning Intern

Cairo, Egypt

Aug 2025 – Sep 2025

- Redesigned and **automated the local materials planning file**, consolidating data from multiple sources and saving significant reporting time each week.
- Supported supplier performance tracking, purchase orders, and inventory control by implementing dashboards in Excel/Power BI, helping the **team oversee 10+ local suppliers efficiently**.
- Coordinated in overseeing production planning, ensuring material availability aligned with production schedules and demand forecasts.

Nestle

Marketing Procurement Intern

Cairo, Egypt

June 2025 – July 2025

- Managed procurement activities for an event in Saudi Arabia by contacting different hotels as suppliers and negotiating terms, coordinating and ensuring timely delivery of all required materials and services.
- Supported the Marketing Procurement team in sourcing and evaluating suppliers for promotional materials, events, and marketing services.

Farm Frites, Americana Foods

Supply Chain Intern

Cairo, Egypt

July 2024 – Aug 2024

- Supported end-to-end supply chain activities in a fast-paced food production environment, contributing to a **90% on-time delivery rate** through accurate tracking of purchase orders and invoice follow-ups.
- Assisted in negotiating and communicating with over **15 local and international suppliers**, participating in price discussions and reviewing lead time to support procurement efficiency.

Ezz Steel

Maintenance Engineer Intern

Cairo, Egypt

Jul 2023 – Aug 2023

- Assisted technicians in the repair and replacement of critical mechanical components at an industrial steel plant.
- Led a team to create and deliver a detailed presentation on the complete flat steel manufacturing process.

Education

The American University in Cairo

BSc in Mechanical Engineering **Expected graduation date: June 2026**

Cairo, Egypt

Sep 2021 – June 2026

- Relevant Courses: Production & Inventory Control, Operations research, Probability and Statistics, Project Management

English British International School

High School Diploma

Cairo, Egypt

June 2021

- Graduated with 6 A's and 4 A* (Equivalent to 97.5% in the Egyptian National System).

Skills

Technical	Proficient in Excel, Microsoft Office, Power BI, MATLAB, R, SolidWorks, Data Analysis, Python
Soft Skills	Adaptability, Teamwork, Problem-solving, Critical Thinking
Languages	Fluent in English and Arabic

Projects

Automatic Sorting Machine for Citrus Fruits Using Machine Learning and Image Processing

Senior Capstone/Thesis **Grade: A**

Fall 2025-Spring 2026

- **Identified a gap in Egypt's citrus export sector** — Egypt exports 1.8M+ tons of oranges annually yet relies on costly imported sorting machines; built a low-cost automated sorting **prototype integrating machine vision, deep learning, and real-time control** to classify oranges into three quality grades.
- Developed and trained a Convolutional Neural Network (CNN) using TensorFlow and EfficientNetB0 for defect detection (black spot, citrus canker) and quality classification, **achieving up to 90% confidence**.
- Implemented computer vision modules in Python/OpenCV for volume estimation, roundness analysis, and color-based ripeness scoring.

Delivery Optimization Using Shortest Path and Traveling Salesman Problem (TSP) Models

Operations Research course project

Spring 2025

- **Built a restaurant delivery network** using linear programming in Excel and verified results with Floyd's algorithm in TORA, achieving the optimal delivery routes for the restaurant
- Enhanced skills in modeling logistics data and selecting optimization techniques for speed and accuracy.

Tide Market Share Growth Strategy

P&G Standout Commercial Challenge

Spring 2025

- Led a team conducting market research to understand consumer behavior and competitor positioning in the Egyptian detergent market.
- Based on key insights, developed a targeted marketing campaign supported by influencer content and platform-specific strategies, alongside a sales forecast plan.
- Created a simplified P&L statement to estimate revenues, costs, and pricing impact, and presented the strategy to P&G executives **earning a spot in the final phase**.

Market Analysis & Project Management Plan for a clothing brand

Engineering Economy and Project management course project

Fall 2024

- Evaluated three market entry strategies for a winter apparel collection using financial metrics and performed Excel-based sensitivity analysis on pricing and sales volume.
- Developed a detailed project management plan, including risk assessment, time and cost estimates of tasks, work breakdown structure creation, and scheduling using Microsoft Project.

Extracurricular activities

Hand In Hand, Raisers Committee Head (2025): Led fundraising initiatives, managing sponsors, events, and a team to secure sustainable revenue for the club.

Enactus, member (2024): Contribute to sustainability initiatives, focusing on recycling plastic bottles into 3D-printing filament for local manufacturing and educational use.

Team member (2022): AUC Handball Team