

Nehal Mohsen Mohamed

Business Development Team Leader | Key Account Management | FF&E | Project Development

+20 1225815854 | nehal_mohsen@icloud.com



PROFESSIONAL SUMMARY

Interior Design Engineer and Business Development Team Leader with 12+ years of experience in Business Development, Key Account Management, FF&E, Project Development, and Client Relationship Management across automotive manufacturing and interior finishing materials industries.

Combining an Interior Design background with strong commercial and operational expertise, I have successfully developed strategic partnerships, managed key accounts, supported project execution, and driven sustainable business growth throughout my career.

I have worked closely with architects, interior designers, consultants, contractors, and decision-makers, contributing to material selection, project development, commercial negotiations, and long-term client relationship management.

PROFESSIONAL EXPERIENCE

**Business Development Team Leader | Key Account Management | FF&E | Project Development
Terra | 2025 – Apr 2026**

- Led and supported Sales Engineers to achieve monthly and annual targets.
- Managed sales pipeline, forecasting, KPI tracking, and strategic accounts.
- Handled key client relationships and commercial negotiations.
- Coordinated between sales, technical, and operational teams.
- Followed up on project execution to ensure client satisfaction and successful delivery.
- Contributed to business growth and market expansion initiatives.

**Senior Business Development Engineer
Terra | 2023 – 2025**

- Achieved EGP 18M revenue during Year 1.
- Exceeded EGP 23M+ revenue during Year 2.
- Recognized as a top performer in revenue generation.
- Successfully handled 600+ projects across consultants, design offices, contractors, and end users.
- Managed the full sales cycle from lead generation through project closing.
- Prepared quotations, technical submittals, commercial proposals, and presentations.
- Built strong relationships with consultants, contractors, and key decision makers.
- Conducted site visits, project follow-up, and coordination until final delivery.
- Worked closely with architects and consultants on specifications and material selections (FF&E).

Senior Account & Business Development Engineer

MOBICA | 2016 – 2023

- Managed strategic accounts and developed long-term relationships with key clients and stakeholders.
- Led business development activities and identified new opportunities across multiple sectors.
- Managed quotations, commercial negotiations, client requirements, and solution proposals.
- Coordinated production, procurement, logistics, quality, and operations teams to ensure successful execution.
- Oversaw new program launches and implementation of customer-specific requirements.
- Supported strategic planning, account growth, and market expansion initiatives.
- Worked closely with international customers, suppliers, and stakeholders to achieve commercial and operational objectives.
- Participated in the development and execution of high-value projects from planning through delivery.

Key Account & Business Development Engineer

MOBICA | 2013 – 2016

- Managed strategic client accounts and coordinated activities between clients, production, procurement, logistics, and quality teams.
- Oversaw the complete logistics cycle from order placement and planning through production, shipment coordination, delivery, and final customer satisfaction.
- Managed project execution from customer requirements through implementation and delivery.
- Prepared quotations, commercial offers, technical documentation, and project follow-up activities.
- Participated in business development initiatives and identification of new market opportunities.
- Supported new product launches, production line setup, and implementation of customer-specific requirements.
- Coordinated with international stakeholders and suppliers to ensure compliance with technical and commercial requirements.
- Contributed to strategic growth initiatives and cross-functional business projects.

CORE COMPETENCIES

Client Relationship Management • Commercial Negotiation • Revenue Growth • Consultants & Contractors Relations • Technical Submittals

Team Leadership • Business Development • Key Account Management • Specification • FF&E • Project Development

EDUCATION

Bachelor's Degree in Decoration & Interior Design – Higher Institute for Applied Arts (Very Good)