

Sherif Fathy Ahmed

6th October, Giza

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Career Profile

Over 22 years of experience in implementing successful sales strategies & motivating highly galvanized teams to produce excellent results, Adept at designing & executing effective sales strategies to optimize market opportunities & excellent relationships with customers.

Professional & Academic Studies

- **Masters of Business Administration (MBA)**, "Arab Academy for Science & Technology & Maritime Transport", 2022.
- Bachelor's degree in **Law**, Faculty of Law, Ain Shams University (1999).

Career Progress

Sales Manager, Egyptian Abrasive CO, from 2015 till now.

Key achievements:

- Developing the sales policy in addition to modifying the methods of collecting cash for customers.
- Increase the customer base by improving the performance of the company's branches.
- Sales leadership in Cairo & Alexandria branches with the establishment of new branches in Assiut, Luxor, & Sharqia.
- Increase the productivity of the sales team by developing & following them up.
- Develop the collection management completely at the branch level.
- Added 13 new products were introduced according to market needs, & they currently represent 52% of 2021 & 2022.
- A complete market research study and the product through competitors, prices, profitability, turnover, supply & demand, & all the technical characteristics of the product.
- Developing the sales device through direct contracting with two companies, strengthening local partnerships, & promoting their products.

Scope of work:

- Achieve annual growth rates that are in line with company strategies.
- Responsible for sales management with 50 employees in different job titles.
- Responsible for processing external orders on time based on agreed annual sales forecast.
- Responsible for setting & updating the company sales & credit policy on an annual basis in line with the company's overall policy & customers' requirements.
- Achieving the company's goal of increasing number of branches from 4 to 8.
- Constructive cooperation with other departments of the company through holding monthly meetings & quarterly meetings to emphasize the achievement of the company's goal.

Professional Experience

Regional sales manager - Orient Paints co, from 2009 to 2015.

Key achievements:

- Promoted to a regional director for the administration of the Delta, Alexandria, Canal, & the Red Sea.
- Lead the Giza area sales team with a team of nine salesmen.
- Establishment for the first computer-based coloring center in Giza
- The seminar is managed for technicians & explained to them the products & features for all governorates.
- Submit a yearly proposal for the sales policy containing the client's goals, the bonus, the mixed product, & the credit policy after being approved by the management annually.

Scope of work:

- Achieve annual growth rates that are in line with company strategies.
- Responsible for sales management with 32 employees in different job titles.
- Share Responsibility for setting & updating company sales & credit policy on an annual basis.
- Constructive cooperation with other departments of the company.

Area Sales Manager - National Paints CO, from 2007 to 2009.

Key achievements:

- Building a new customer database.
- Improving the method of collection from current and future customers.
- Full responsibility for the Upper Egypt, Delta, and Alexandria regions.
- Responsible for fifty colouring centres.

Scope of work:

- Achieve annual growth rates that are in line with company strategies.
- Responsible for sales management with 12 employees in different job titles.
- Share Responsibility for setting and updating the company sales and credit policy on an annual basis in line with the company's overall policy and customers' requirements.
- Achieving the company's goal of an increasing number of good customers & good collections.
- Constructive cooperation with other departments of the company.

Sales Supervisor - Heinz Egypt CO, from 2002 to 2007.

Scope of work:

- Achieve annual growth rates that are in line with company strategies.
- Responsible for key account sales management with 5 employees.
- Responsible for the distributors of the tourism sector.
- Achieving the company's goal of mixing products

Sales Rep. - Shams for Air Conditioner CO, from 2000 to 2002.

Achieving the monthly target of the company.

Skills

Computer Skills:

- Very good Knowledge of MS Office (Excel –Word – Powe point).
- Good knowledge of internet and USB device configuration.

Language Skills:

- **Arabic:** Mother's tongue.
- **English:** Excellent command of both spoken & written.

Interpersonal Skills:

- Ambitious - Hardworking - Taking Initiatives - Organized – Structured.
- Effective communicator - Leadership – Decisiveness - Attentive to Details.

Personal Information

- **Marital Status:** Married.
- **Driving license:** Available.
- **Nationality:** Egyptian.
- **Military Status:** Exempted.

References furnished upon request