



Ahmed Aly Mosallam

Product Marketing Manager

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Career Objectives

After 14 of years of Experience in Electrical Engineering in various fields, from systems installation and commissioning, technical studies, cost estimations, Marketing & Sales and recently corporate development projects. I always looking forward to obtaining a challenging position in a sales career especially in electrical solutions and products in a respectable organization where my knowledge and skills can be applied and developed daily, share new experience with new colleagues and adding values as most as I can to any organization I belong.

Personal Information

Nationality:	Egyptian
Religion:	Muslim
Date of birth:	16/12/1977
Military Status:	Accomplished
Marital Status:	Married

Education

- **Al-Azhar University, Faculty of Engineering,**
Bsc. Degree in Electrical Power & Machines Engineering May 2000 Alumni
- **Grade:** Very Good
- **Graduation project:** Design of Electrical Distribution system for a Hospital
- **Graduation Project Grade:** Excellent

Languages

Arabic:	Mother tongue
English:	very good (spoken & written)

Philosophy to Success

- Never giving up
- Learning from Mistakes before success
- Hard working
- Setting smart goals
- Ambition is a key factor for success
- Continuous Development whether in personal side or career side as well

Highlights of personal Qualifications

- Stability
- Strong communication and negotiation skills
- Managing teams for more than seven years with a very professional, motivated and team work spirit.
- Business skills and business writing.
- Leadership trainings.
- Soft skills trainings.
- Dedicated to maintain high quality standards
- Meeting demanding deadlines
- Administration skills

Technical Qualifications (Corporate Trainings)

- Training on switchgear assembly using new hager software, by hager Italy factory manager, comprising new techniques for the assembly of LV switchgears using lean concepts and latest quality procedures and standards in switchgear technology.
- Training on hager new Air circuit breaker launched in Dubai, the training was including main features of the new product, and some of marketing ideas to share it widely in the market.
- Training on switchgear assembly related calculations such as, selectivity studies, bus bars calculations, enclosure requirements, forms of segregations, IP requirements, keeping IEC & EN Standards, Estimating Bill of Materials (BOMs) and calculating of cost impact in case of any deviations.
- Training on hager LV components and devices, such as MCCBs, MCBs, Motor Control and protection devices such as contactors, overloads,etc
- Training on variable speed drives of cuttler- hammer
- Training on EOCR-Samwha Protection Relays, (recently owned by Schneider Electric).

Work Experience

- **Legrand**

The global specialist in electrical and digital building infrastructures

- **Product Marketing Manager**

- **Duration (Jan 2014 to Present)**

- **Job Description and Duties:**

- ✓ Marketing survey for Egypt Market
- ✓ Marketing strategy for Egypt Market
- ✓ Marketing Campaigns
- ✓ Manage product launching, training, seminar and promotion
- ✓ Manage price list, catalogue and marketing cost
- ✓ Prescription Actions with the consultants and end users
- ✓ Do budgeting for yearly activities
- ✓ Do reporting on product, forecasting and result monitoring
- ✓ Do regular customer visit and reporting (Distributors and Panel builders)
- ✓ Develop launch strategies for new products
- ✓ Define and provide marketing & sales tools and technical catalogues
- ✓ Coordinate with global product management
- ✓ Continues local and global training of our sales organizations
- ✓ Ensures periodical analyzes of the product portfolios and competitive price level.
- ✓ Built up and execute an action plan to increase our market share and profit for each product group
- ✓ Establishes marketing and sales strategies together with sales manager and ensures that the strategy is written done
- ✓ Develop strong relationships with the channel partners (Distributors, retailers and panel builders)
- ✓ Identify target customers against marketing objectives and plan campaigns accordingly
 - Reporting directly to Marketing Director & Managing Director

- **MB Industrial (Subsidiary of MB Group)**

MB Group was established in 1980 as an importer of low voltage electrical products and was one of the leading companies in Egypt and the sole agent for hager (France) since 1982, Besides Hyundai heavy industries products and EOGR-Samwha of Schneider Electric.

Recently MB Group is focusing on the assembly of LV Solutions starting from LV Switchgears downstream to final distribution Boards passing by MCCs, Power Factor Correction Solutions, generator panels.....etc. with a clear vision for entering MV Switchgears Market competing with Schneider Electric, ABB, EMAS, and most of Famous companies in the same Field.

- **LV Distribution solutions senior Manager, Acting as vice CEO for Technical affairs**

- **Duration (Sep 2010 to Dec 2013)**

- **Job Description and Duties:**

- Worked in MB Industrial powered by hager group
- Monitoring, figuring out main work strategies, for six departments of
 - ✓ Sales & Marketing
 - ✓ Project Management and Planning
 - ✓ Production
 - ✓ Design and Shop Drawings.
 - ✓ Tendering and Estimation
 - ✓ Quality Assurance, Testing and Inspection
- Reporting directly to CEO and chairman, brainstorming all corporate important decisions, projects, corporate development new ideas, and future development.

➤ **Milestones**

- Opening of MB industrial factory was a challenging dream since 5 years ago, and to enter the industrial sector moving from only being as a commercial company based on direct sales for Low voltage products not Engineering solutions.
- Staff preparation with the cooperation of other departments in selection of excellent Engineers and technicians
- Figuring out the main work organization chart and starting factory official production from March 2011.
- A very strong Marketing campaigns to get approval from Engineering consultaion firms and already succeeded in the approval of ECG, Shaker Consulting Group, Allied Consultants, Khatib & Allami, Crown Home, EHAF, Alammam Consultations Company, Saudi Diyar Consultants, ACG (Moharram Bakhom), Sabour Associates and others.
- This effort was strongly converted to very fruitful results in sales, and already awarded various Projects such as Emaar Uptown Cairo, Emaar Mividia, New Giza, and Le Meridian Heliopolis.
- These achievements were collaborated with famous construction firms such as ACC, Hassan Allam Sons, Electrum, Gulf Electro Mechanical, HNS Group, Redcon, Sigma Electromechanical, and others.

• **MB for Engineering (Subsidiary of MB Group)**

➤ **Technical Office & Projects Manager**

➤ **Duration (Jun 2007 to Aug 2010)**

➤ **Job Description and Duties:**

- Worked in MB Industrial powered by hager group
- Monitoring and managing :
 - ✓ Sales Department.
 - ✓ Design and Shop drawings Department.
 - ✓ Tendering and Estimation Department.
- Reporting to Vice CEO for Sales and Marketing.

➤ **Mile Stones**

- Preparing for launching Factory, and studying all competing companies.
- Figuring out our product points of Strengths and weaknesses.
- Marketing surveys for selection of which field in the market suits hager ranges.
- Finally concentrated on the real estate development Projects.
- Opening new business channels in industrial sector.
- Revise and follow up the team outputs from Estimation Studies, Company Offers, and Shop Drawings, direct enhancements for Estimation Templates, proposal Formats....etc.
- Preparation of sales Plan and following up its execution with company sales representatives.
- Visiting Various sites for ongoing projects, to get Project Documents and technical negotiations, taking into consideration that hager products at that time wasn't recorded as a vendor list in consultation and construction firms.

• **MB for Engineering (Subsidiary of MB Group)**

➤ **Technical Office Manager**

➤ **Duration (Apr 2005 to May 2007)**

➤ **Job Description and Duties:**

- Follow up technical Studies for all kinds of LV solutions, by using **hager** catalogs, datasheets considering technical specifications of Engineering Consultations also follow up cost Estimation studies considering competitors
- Meeting company target for volume of annual sales.
- Handing over awarded projects to workshop manager in the form of, panel arrangements, shop drawings, BOMs, Client Specifications and constraints.
- Handing Over awarded projects to financial Department to follow up cash flow according to contract payment conditions.

➤ **Milestones**

Uptown Cairo, phase of villas and town houses

- Owner: **Emaar Misr**
- Management: **Turner Construction-International**
- Consultant: **Engineering Consultants Group (ECG)**
- Contractors: **Mass-s for Contracting & ACC (ARABIAN CONSTRUCTION CO)**

• **MB for Engineering (Subsidiary of MB Group)**

➤ **Low Voltage Solutions Estimation Engineer**

➤ **Duration (Jan 2004 to March 2005)**

➤ **Job Description and Duties:**

- Studying Projects Technical Requirements & Specifications set by Engineering Consultants.
- Preparing Projects Technical Studies by selecting (Air Circuit Breakers, Molded Case Circuit Breakers, Miniature Circuit Breakers, Power Contactors, Lighting Contactors, Timers, Bus Bar Trunking Systems, Bus Bars Insulators, Energy Metering Devices, & Enclosures Dimensions and thickness.
- Preparing Cost Estimation Study within Tendering Phase.
- Preparing Shop Drawings using AutoCAD Program to be Checked & approved by Engineering Consultants.
- Preparing Compliance Studies to ensure Technical Compatibility and compliance of the company offered solutions to the technical specifications request.
- Preparing BOQs for in hand Projects to cope with Logistical Considerations.
- Contacting suppliers and follow them up regarding all External Items needed for the projects.

- **MB for Engineering (Subsidiary of MB Group)**

- **Low Voltage Products Technical Studies Engineer**
- **Duration (Oct 2002 to Dec 2003)**
- **Job Description and Duties:**

- Receiving RFQs or tenders from Government represented in Electricity and water holding companies.
- Selecting (Air Circuit Breakers, Molded Case Circuit Breakers, Miniature Circuit Breakers, Power Contactors, Lighting Contactors, Timers, thermal overloads, Motor protection products,
- Preparing Cost Estimation Study.
- Preparing Commercial documents needed for governmental tenders such as financial statement & financial capabilities.

- **MB for Engineering (Subsidiary of MB Group)**

- **Sales Engineer**
- **Duration (Aug 2001 to Sep 2002)**
- **Job Description and Duties:**

- Marketing & Sales of **hager** (France) for LV circuit-breakers and LV distribution panels and all devices fitted in panels.
- Marketing & Sales of **Hyundai Heavy Industries** (S. Korea) LV circuit-breakers, LV contactors and thermal over loads
- Marketing & Sales of **EOCR-SAMWHA** (S. Korea) for protection relays
- Marketing & Sales of **Cutler-Hammer** (USA) for AC drives

- **MB for Engineering (Subsidiary of MB Group)**

- **Installation and Maintenance Engineer**

- **Duration (Jun 2000 to Jul 2001)**

- **Job Description and Duties:**

- Installation & Maintenance of **hager** LV circuit-breakers, LV distribution panels and all devices fitted in panels.
- Installation & Maintenance of Hyundai **Heavy Industries** (S. Korea) for LV circuit-breakers, LV contactors and thermal over loads.
- Installation & Maintenance to **EOCR-SAMWHA** (S. Korea) of protection relays.
- Installation & Maintenance to **Cutler-Hammer** (USA) for AC variable speed drives.