

# Ahmed Fahmy

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## Personal Information

- Full Name : Ahmed Sayed Fahmy Kassem
- Marital status : married + three Childs
- Birth date : 30-09-1980
- Nationality : Egyptian
- Gender : Male
- Military status : Exempted

## Education

**Collage:** [May 2003] Alexandria Uuniversity Faculty of Commerce  
B. Sc.in Accounting Degree: pass

## Advanced Certificates:

Sales and Marketing Diploma from The Arab Academy for Science and Technology and The American University of Cairo.

- 1- Essential of Marketing
- 2- Consumer Behavior
- 3- Personal Selling
- 4- Principal of Management
- 5- Sales Negotiation
- 6- Sales Forecasting
- 7- Advertising and Sales promotion
- 8- Global Marketing & Export
- 9- Sales Management
- 10- Strategic Marketing
- 11- Marketing Research
- 12- Customer Relationship Management (CRM)
- 13- Business Simulation

## Employment History

## Current Employments

- **Job Title:** Sales Manager (Eastern Province)      **Company name:** AL NAFIE STEEL  
Special Steel Division.  
From 10-09-2013 till now
- **Key responsibilities in AL NAFIE STEEL CO. :**
  - 1- Establishing new branch for special steel division in Dammam.
  - 2- Establish and maintain current client and potential client relationships.
  - 3- Educates sales team by establishing programs/seminars in the areas of new account sales and growth, sales of emerging products and multi-product sales, profitability, improved presentation strategies, competitive strategies, proper use and level of sales support.
  - 4- Reviewing, Updating and controlling the branch stock to keep it always at the save point.
  - 5- Performs sales activities on major accounts and negotiates sales price and discounts.
  - 6- Manages personnel and develops sales and sales support staff.
  - 7- Reviews progress of sales roles throughout the company.
  - 8- Develops specific plans to ensure revenue growth in all company's products.
  - 9- Provides quarterly results assessments of sales staff's productivity.
  - 10- Coordinates proper company resources to ensure efficient and stable sales results.
  - 11- Formulates all sales policies, practices, and procedures.
  - 12- Collaborates with sales team to develop sales strategies to improve market share in all product lines.
  - 13- Holds regular meetings with sales staff.

## Previous Employment:

- **Job Title:** Sales Manager (Riyadh)                      **Company name:** AL NAFIE STEEL  
Special Steel Division.  
From 10-02-2011 till 07-09-2013

- **Key responsibilities in AL NAFIE STEEL CO. :**

- 1- Establishing new branch for special steel division in Riyadh.
- 2- Establish and maintain current client and potential client relationships.
- 3- Educates sales team by establishing programs/seminars in the areas of new account sales and growth, sales of emerging products and multi-product sales, profitability, improved presentation strategies, competitive strategies, proper use and level of sales support.
- 4- Reviewing, Updating and controlling the branch stock to keep it always at the save point.
- 5- Performs sales activities on major accounts and negotiates sales price and discounts.
- 6- Manages personnel and develops sales and sales support staff.
- 7- Reviews progress of sales roles throughout the company.
- 8- Develops specific plans to ensure revenue growth in all company's products.
- 9- Provides quarterly results assessments of sales staff's productivity.
- 10- Coordinates proper company resources to ensure efficient and stable sales results.
- 11- Formulates all sales policies, practices and procedures.
- 12- Collaborates with sales team to develop sales strategies to improve market share in all product lines.
- 13- Holds regular meeting with sales staff.

## Previous Employment:

- **Job Title:** Sales Executive (Western Province)                      **Company name:** AL NAFIE STEEL  
Special Steel Division.  
From 13-05-2010 till 09-02-2011

AL NAFIE STEEL is a company has commenced merchandising and importation of steel and steel alloyed products including stainless steel, aluminum and brass since the year 1979 in different specifications of European, American and Japanese origins.

- **Key responsibilities in AL NAFIE STEEL CO. :**

- 1- Present and sell company products to current and potential clients
- 2- Follow up on new leads and referrals resulting from steel field.
- 3- Prepare presentations, proposals and sales contracts
- 4- Establish and maintain current client and potential client relationships.
- 5- Identify and resolve client concerns.
- 6- Prepare a variety of status reports, including activity, closings, follow-up, and adherence to goals.
- 7- Communicate new product opportunities, special developments, information, or feedback gathered through field activity to appropriate company staff.
- 8- Coordinate company staff to accomplish the work required to close sales.
- 9- Develop and implement special sales activities to reduce stock.
- 10- Developing new customers for the slow-moving products.
- 11- Participate in marketing events such as seminars, trade shows, and telemarketing events.
- 12- Follow-up for collection of payment.
- 13- Coordinate shipping schedules and delivery of merchandise.
- 14- Provide on-the-job training to new sales employees.

## Previous Employment:

- **Job Title:** Local Sales Ass. Manager                      **Company name:** SHAABAN STEEL  
Sales & Marketing Department.  
Local Sales Section.  
From 29-04-2009 till 25-02-2010

SHAABAN STEEL is a well-known name in the industrial sector and has been one of the key suppliers and metals to the national economy in the Kingdom of Saudi Arabia for forty years. With the growth of the Saudi economy before three decades and the industrial, urban and commercial progresses, Shaaban Steel was involved in keeping up with the requirements of this progress.

- **Key responsibilities in SHAABAN STEEL CO. :**
  - 01- Present and sell company products to current and potential clients
  - 02- Follow up on new leads and referrals resulting from steel field.
  - 03- Prepare presentations, proposals and sales contracts
  - 04- Establish and maintain current client and potential client relationships.
  - 05- Identify and resolve client concerns.
  - 06- Prepare a variety of status reports, including activity, closings, follow-up, and adherence to goals.
  - 07- Communicate new product opportunities, special developments, information, or feedback gathered through field activity to appropriate company staff.
  - 08- Coordinate company staff to accomplish the work required to close sales.
  - 09- Develop and implement special sales activities to reduce stock.
  - 10- Developing new customers for the slow-moving products.
  - 11- Participate in marketing events such as seminars, trade shows, and telemarketing events.
  - 12- Follow-up for collection of payment.
  - 13- Coordinate shipping schedules and delivery of merchandise.
  - 14- Provide on-the-job training to new sales employees.
  - 15- Acting as a Sales Deputy Manager during his annual vacations (managing three branches & more than 17 salesmen)

## Previous Employment:

- **Job Title:** Export Sales Senior                      **Company name:** International Coke and Ferro-alloys Company (ICC)  
Marketing Department.  
Export Section.  
From 01-10-2007 till 01-04-2009.

INTERNATIONAL COKE COMPANY (I.C.C.), one of the subsidiaries of the International Trade Group (I.T.O.G.) as one of the leading Anthracite suppliers for Iron & Steel industries in Egypt, Europe and the Middle East. Our business activity is mainly processing the Anthracite raw material into dried, screened & packed finished products such as Carbon for Slag Foaming (Injection Carbon), Carbon Raiser (Recarburizer), Coke for Charge (Lump Coke).

- **Key responsibilities in ICC Co. :**
  - 1- Marketing Research for new customer in European Market.
  - 2- Direct Handling all European customer.
  - 3- Responsible for reviewing the Letter of Credit with the customer to assure that all the points can be covered with the original documents which will be presented to the bank.
  - 3- Preparing the monthly plan for export dispatch.
  - 4- Responsible for negotiating all of kinds of freight (sea freight, air freight and inland freight).
  - 5- Operating for the export dispatch.
  - 6- Updating the customer with the current situation of his shipment.
  - 7- Preparing all the original documents which presented to the bank against confirmed L/Cs.
  - 8- Following up the payment for Export Customers.

## Previous Employment:

- **Job Title:** Export Sales and Logistics Senior      **Company name:** - Alexandria Fiber Co.  
Marketing Department.  
Export Section.  
From 15-06-2006 till 30-09-2007.

ALEXANDRIA FIBER Co. (AFCO) is one of the companies that are owned by ADITYA BERLA GROUP in India, and ADITYA BERLA GROUP is one of the leading corporations all over the world, where it had more than 74 companies all over the world producing different materials, and that Alexandria Fiber Co. is specialized in production of Poly Acrylic fiber, and it is the only Co, in Egypt, Africa & the middle east which is specialized in this kind of production.

- **Key responsibilities in Alexandria Fiber Co. :**
  - 1- Marketing Research for new customer in Middle East Market.
  - 2- Direct Handling Markets: Pakistan, Syria, Nigeria and UK.
  - 3- Responsible for reviewing the Letter of Credit with the customer to assure that all the points can be covered with the original documents which will be presented to the bank.
  - 4- Preparing the monthly plan for export dispatch.
  - 5- Responsible for negotiating all of kinds of freight (sea freight, air freight and inland freight).
  - 6- Operating for the export dispatch.
  - 7- Continuation with the forwarder to ensure that everything as planned.
  - 8- Updating the customer with the current situation of his shipment
  - 9- Preparing all the original documents which presented to the bank against confirmed L/Cs.
  - 10- Following up the payment for Export Customers.

## Previous Employments

- **Job Title:** Export Sales and Logistics Officer      **Company name:** - The Arab Company For Special Steel  
Marketing Department.  
Export Section.  
From 28-05-2004 till 28-05-2006.

THE ARAB COMPANY FOR SPECIAL STEEL (ARCOSTEEL) was established in 1992 located at 5th industrial zone. SADAT City, Egypt as an Egyptian stock company, the company has a total investment approx. 300 millions UD Dollars with current production capacity 140000 from high quality steel. ARCOSTEEL has been certified for ISO 9001 & ISO 14001. ARCOSTEEL laboratories are certified from national and international authorities in the filed of test and analysis.

- **Key responsibilities in ARCOSTEEL CO. :**
  - 1- Direct Handling Some Markets: Spain, Saudi Arabia, Germany and Switzerland.
  - 2- Responsible for marketing research.
  - 3- Responsible for all correspondents between the company and the customer.
  - 4- Responsible for prices negotiation.
  - 5- Consultative in Conclusion the contracts with the customer.
  - 6- Responsible for reviewing the Letter of Credit with the customer to assure that all the points can be covered with the original documents which will be presented to the bank.
  - 7- Continuation with the Production Department and the Shipping Department to arrange the shipping time.
  - 8- Preparing all the original documents which presented to the bank against confirmed L/C.
  - 9- Responsible for continuation all the claims which may receive from the customer (Customer Service).
  - 10- Following up the payment for Export Customers.

**And also representing the company in Amman International Exhibition for the Egyptian Products from 28-05-2005 to 10-06-2005**

## **L**anguages

- Arabic: native
- English: very good

## **C**omputer **S**kills

- Microsoft office.
- Data Analysis
- Pivot Table
- Power Point
- Internet research

## **O**ther **S**kills

- New trends in the Documentary Credit UCP600.
- Incoterms 2020

## **H**obbies

- Sports.
- Internet research.

All the reference documents will be submitted upon request.