

Contact

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Top Skills

Team Management
Manufacturing
Relationship Building

Languages

Spanish (Elementary)
English (Native or Bilingual)
French (Limited Working)
Arabic (Native or Bilingual)

Certifications

Bachelor of Structural Engineering
Modern Marketing and Sales Strategies
ISO 9001 Foundation - Quality Certification
Bronze Level Certification of Sales Professional

Mustapha El-Laythi

Senior Sales Engineer at Kaisab Company Ltd. - ISO Certified
Riyadh, Saudi Arabia

Summary

Experienced Technical Engineer with a demonstrated history of working in the building materials industry. Skilled in AutoCAD, Microsoft Word, Customer Relationship Management (CRM), Structural Engineering, and SAP2000. Strong sales professional with a Bachelor of Engineering (B.Eng.) focused in Structural Engineering and Construction Management from Future University in Egypt.

Experience

Kaisab Company Ltd.

Senior Sales Engineer

June 2022 - Present (5 months)

Riyadh, Saudi Arabia

Participate in the entire sales process – initial discovery, project review, design submission, component installation

Work with customers to present a technical perspective on the company's sales offering.

Collaborate with the Local Operations Teams to obtain contractor quotes in support of sales opportunities

Provide alternative solutions as required to meet unique end user, component or installation criteria

Assist with development of customer presentation tools and coordination of end-user site visits

Develop sales and marketing strategies for key vertical market segments

Provide company representation in industry forums, conferences, and related events

Interface with internal departments to ensure accuracy and timeliness of solution delivery to individual end users

Develop and implement products and application training programs for Sales organization

BJ Steel Fabrication & Welding Workshop

Business Development Manager

August 2022 - Present (3 months)

Riyadh, Saudi Arabia

Contacting potential clients to establish rapport and arrange meetings.
Planning and overseeing new marketing initiatives.
Researching organizations and individuals to find new opportunities.
Increasing the value of current customers while attracting new ones.
Finding and developing new markets and improving sales.
Attending conferences, meetings, and industry events.
Developing quotes and proposals for clients.
Developing goals for the development team and business growth and ensuring they are met.
Training personnel and helping team members develop their skills.

Awal Plastics W.L.L.

Country Projects Manager

December 2021 - June 2022 (7 months)

Saudi Arabia

- Responsible to create validation documents (Microsoft Package knowledge required – PPT and EXCEL according to templates) and subsequent reports on the different phases of the project.
- Responsible to verify and edit the project subprojects into Quest (online production platform) to complete the required steps prior to production.
- Able to coordinate and monitor all disciplines of work related to the project. This includes both management of the site supervision team as well as the contractors, sub-contractors, and other appropriate specialties.
- Able to monitor progress of Works and carry out updating, planning and preparing progress reports as required by the Employer.

• Understanding of Client scope

• Onsite Validation (phase 2)

• Production specifications

• Installation

• Maintenance

• Removal

• Reporting

Understanding of Client Scope

• Understanding of Overlay Plans (PDF, cad knowledge is appreciated but not necessary)

• Undertake meetings with the client of overall understanding of the documents provided

Onsite Validation

- Site visit and item/area survey
- Study and photo-document suitable, quality and on budget solutions
- Highlight item limitations
- Highlight installation methods and optimal operations

Production specifications

- Prototype & testing supervision, when required
- Measurements, material and installation methods leasing with the Production team

• Quest management:

- CUS screenshots / pictures
- Scope editing
- Final revision of line items
- Request artwork to pre-press
- Request approval

Installation / Maintenance / Removal

- Planning and on-site supervision
- H&S on-site management
- Site managers and install crew on-site management
- Daily Reporting

Reports

- Scope Validation
- Design intent/concepts placement on the validation PPTs – raise foreseen issues, if any
- Scope documentation for Permits
- Site readiness
- Site issues and limitations
- Works on site

National Signage Industrial Company / Sign World

Project Manager

November 2018 - December 2021 (3 years 2 months)

Riyadh , Saudi Arabia

- The delivery of designated projects , on time , to specification and to budget
- Preparing Quotations , liaising and scheduling with the design and production team
- Overseeing the process of the production and taking full responsibility of the process
- Managing budgets effectively , maximizing opportunities to maintain and increase the margin

- Acting as the direct client contact , whilst effectively communicating between departments
- Interpret briefs and deliver to various departments
- Manage all timescales, ensuring the client is fully briefed on progress with status report
- Oversee the job sheet process to ensure all specification details is correct and that all departments are briefed and clear on expectations

Saudi Readymix Concrete Co

Technical Sales Engineer

June 2016 - October 2018 (2 years 5 months)

Khobar , KSA

Work with existing engineering sales staff

Work on CRM & AX Sales Systems

Represent the company within industry associations (e.g. PCI, ACI, NPCA)

Gather market information and identify potential customers

Supervise The Sales Team through their Sales Performance Pipeline and evaluate them Develop and maintain a strong customer base

Resolve customer issues to maintain high levels of satisfaction

Ensure specification of our products with designers and specification writers

Create and deliver effective technical presentations to industry stakeholders

Demonstrate how our products meet client needs

Provide product education, technical assistance and after-sales support

Participate in the development of marketing plans, sales targets, budgets and forecasts

Leading the Mortar mix trials and Concrete Mix Trials

Arrange material submittals and identify mixtures at project initiation

FAAGC

Senior Projects Engineer

January 2015 - June 2016 (1 year 6 months)

Dammam , Saudi Arabia

- Establishing new, and maintaining existing, relationships with customers
- Managing and interpreting customer requirements
- Persuading clients that a product or service will best satisfy their needs
- Calculating client quotations
- Negotiating tender and contract terms
- Negotiating and closing sales by agreeing terms and conditions
- Offering after-sales support services
- Administering client accounts

- Analyzing costs and sales
- Preparing reports for head office
- Meeting regular sales targets
- Recording and maintaining client contact data
- Co-coordinating sales projects
- Supporting marketing by attending trade shows, conferences and other marketing events
- Making technical presentations and demonstrating how a product will meet client needs
- Providing pre-sales technical assistance and product education
- Liaising with other members of the sales team and other technical experts
- Solving client problems

Ensures the work done by the subcontractors in the site is according the project specification and time schedule.

- Ensures technical standard of safety and security are implemented in all project sites.
- Allocates the available resources on site among the available concrete activities on daily basis.

SODIC

Site Engineer

October 2013 - January 2015 (1 year 4 months)

Eastown Cairo

Providing site work schedule and progress report to the construction Manager.

- Ensures the work done by the subcontractors in the site is according the project specification and time schedule.
- Ensures technical standard of safety and security are implemented in all project sites.
- Allocates the available resources on site among the available concrete activities on daily basis.
- Reviews structural shop drawings before submitting it to site team.
- Coordinates any misunderstanding in shop drawings between site team and technical office.
- Reviews weekly schedules with site team; (material, equipment and manpower).
- Hands over all completed concrete item to QC engineer on site.

Vezeeta By DrBridge

Training Specialist

January 2013 - November 2013 (11 months)

Cairo

Respond to clients

Train the doctors on the new methods and on the new software

Answer the client complains

Update Drs with any new idea in the company

Leader of Engagment Team

Centro Global Solutions

Account Advisor

October 2012 - January 2013 (4 months)

Answer the calls and sell the medical products according to their needs

Future University in Egypt

Teaching Assistant

September 2012 - 2013 (1 year)

Cairo, Cairo, Egypt

Teaching Structural Analysis to engineering students

The Arab Contractors

Trainee

April 2010 - October 2010 (7 months)

Cairo

Casting of Concrete at a High Rise Buildings

Education

The American University in Cairo

Master's degree, Marketing · (2014 - 2016)

Future University in Egypt

Bachelor of Engineering (B.Eng.), Structural Engineering and Construction

Management · (2008 - 2012)

St. George College

National Language Egypt School Degree, Science and Physics · (1994 - 2006)