

Osama Soliman Attia Farag Ouf

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Objective

Experienced Commercial (Marketing, Sales & Business Development) with a 15-year track record in the FMCG and Retail industries, Skilled in Planning & budgeting, Channel development, Marketing Management, Branding, Trade Marketing, Marketing Research, Retail Audit, Digital Marketing and Event Management.

EDUCATION

- **Doctorate of Business Administration (DBA) Ain Shams University (Egypt)**
Management Major GPA : 3.50 (2018 – 2021)
- **Master of Business Administration(MBA), Arab Academy for Science, Technology and Maritime Transport (Egypt)**
Marketing Major GPA : 3.81 (2015 – 2017)
- **Marketing Diploma (2 Years) Ain Shams University (Egypt)**
Marketing Major Grade : Good (2008 – 2010)
- **Faculty of Commerce ,Ain Shams University (Egypt)**
Account Major Grade : Pass (2002 – 2007)

Experience

- **Business Development Director - Monginis - Retail Industry - Confectionery chain (Egypt) (September 2019 – Now)**

- Develop a growth strategy focused both on financial gain and customer satisfaction.
- Conduct research to identify new markets and customer needs.
- Following industry trends locally and internationally.
- Investigate and recommend projects in early phases .
- Prepares and reviews periodic status reports.
- Developing and maintaining clients and stakeholder relationships.
- Responsible for the full implementation of Sales and Marketing process
- Setting Sales strategy, pricing & rebates policies, credit condition, sales returns policies.
- Maintain accurate up-to-date sales and forecasts
- follow up activities internally and with customers to ensure on-time completion and customer engagement.
- Organic growth, investment plans, feasibility studies.

- Identify new target markets and opportunities for the company.
- Develop tools and reports to track progress of projects execution plan and report it internally.
- Strengthen the processes, systems, and procedures to improve the quality and speed of preparation of expressions of interest, pre-qualification documents and proposals for opportunities and ensure continuous improvement.
- **Regional Marketing Manager - Keden International - Retail Industry
(Saudi Arabia , Egypt) (May 2018 – August 2019)**

Cosmetics Brands (The Face Shop – Tony Moly)

Cafes Brands (Caffebene – Probaguette)



- Brand Strategies. Develops and implements local brand strategies according to international brand strategies but localized to meet the specific demands and intricacies of the country's cosmetics and body care landscape.
- Product Portfolio. Manages product portfolio ensuring that all launches are strategic, sustainable, addressing market demands, and strengthening the brands' positioning.
- Budget Management. Builds and controls marketing budget such that each expense is maximized and aligned towards the achievement of the brands' over-all KPIs.
- Inventory Management. Determines nationwide demand on a per-SKU level, after detailed monthly analysis of historical sales, current stock levels, and upcoming brand activities and trends, that lead to the achievement of the brand's total target.
- Promotions. Develops, implements, and measures effectively of promotions that hype up launches and pillar franchises, while still delivering high margins for the brand
- Sales Analysis. Analyzes sales on per-SKU and per-store basis to ensure that the brand's tactics are working towards the achievement of total brand targets.
- Advertising. Develops the brand's television/digital/print/out-of-home advertising plans and directs localization of global materials together with media agency in accordance to global and SEA directions
- Digital Marketing. Directs the digital marketing team in developing and executing the digital component of launch campaigns to maximize awareness and bring in store traffic
- Retail Business. Works hand-in-hand with the Trade Marketing/Visual Marketing and Retail teams with regard to implementing product staging, development of visuals and other POS materials, promotions, training of Beauty Advisors, and customer education
- Identifies unmet local market needs, product gaps, and competitive benchmarks that will potentially increase market share through market researches, etc.
- Works with the Sales team in evaluating potential business size of new products
- Works with Finance team in doing the P&L of the new products
- Sets competitive and profitable pricing of new products



- **Group Marketing Manager- Alwatania Poultry - FMCG**
(Egypt) (May 2017 – April 2018)

- Development and execution of the Marketing Strategy
- Analyze and monitor competitor and consumer activity to identify opportunities for growth
- Development of Branding and trade marketing plans which identifies and defines the current and future positioning.
- Manage the development of all communication for both Business to Business and Business to Consumer activity.
- Effective use of PR to build brand awareness.
- The creation and development of the digital marketing strategy including analytics and user experience; social media; search engine marketing and web management.
- Growing existing affiliate partner sales for the group and building, negotiating and managing new affiliate partner acquisitions
- Management of third-party relationships with the company's online marketing service providers, including but not limited to: affiliate partners, agencies, technology suppliers, SEO consultants, etc.
- Developing existing processes to maximize efficiency, improve return on investment, increase use of technology and to continuously improve the services provided to our customers.



- **Marketing Section Head - Alwatania Poultry - FMCG**
(Egypt) (July 2014 – April 2017)

- Responsible for planning, development and implementation of the Organization's marketing strategies, marketing communications, and public relations activities, both external and internal
- Overseas development and implementation of support materials and services for chapters in the area of marketing.
- Develop and manage marketing campaigns from concept to execution to measurement.
- Collaborate with sales / production / channel managers to drive marketing program.
- Develop short- and long-term plans and budgets for the marketing/communications/public relations program and its activities, monitor progress, ensure adherence, and evaluate performance.
- Resolve issues and solve problems that may occur throughout the life cycle of a campaign or project.



- **Senior Marketing Specialist - Alwatania Poultry - FMCG**
(Egypt) (October 2011 – June 2014)

- Supervision for agents to check the stored products and make sure that there aren't any infractions.
- Supervision for key accounts to check the display of the products and missing products.
- Developing reporting procedures coordinating on a daily basis with Sales department to monitor
- SKUs performance for all sales channels (Distributors - Key Account - Catering - Retail).
- Participate in marketing campaigns with the team like events and exhibitions.
- Organizing Testing campaigns and operate the campaign.
- Issuing all reports concern Sales volume, sales value (Monthly, quarterly & annually) in sales

• **Senior Marketing Research – FinCorp (Financial Corporation Investment) - Research Company (Egypt) (January 2011 – September 2011)**



- Preparing marketing research and marketing feasibility studies for both new projects and expansion.
- Evaluating Companies Performance and Marketing Mix.
- Studying and analyzing customers' behavior and evaluating their satisfaction.
- Developing Companies Marketing Policies and Strategies.
- Evaluation of the anticipated demands and the market share for companies.
- SWOT Analyses.
- Data analysis and preparing reports and recommendations relating to subject of study

• **Assistant Marketing Manager – Indomie - FMCG (Egypt) (May 2009 – December 2010)**



- Assisting the marketing manager and supporting the marketing team with marketing activities.
- Assisting with the production of marketing materials and literature.
- Coordinating the production of a wide range of marketing communications
- Providing support for marketing events and exhibitions as required
- Assist with the collation of information for promotional literature.
- Writing articles and promotional material for the company.
- Preparing interesting written copy for the website.
- Updating and maintaining the marketing department's documentation and databases.
- Managing events, booking venues and ordering marketing materials

• **Sales Representative – B-TECH - Retail (Internship) (Egypt) (March 2007 – March 2009)**



- Provide accurate information (e.g. product features, pricing and after-sales services)
- Answer customers' questions about specific products/services
- Conduct price and feature comparisons to facilitate purchasing
- Cross-sell products
- Manage returns of merchandise.
- Coordinate with the Retail Sales Representatives team to provide excellent customer service (especially during peak times)
- Inform customers about discounts and special offers.
- Provide customer feedback to the Store Manager.

Additional Skills

- Microsoft Office package: Word, Excel, Power Point , Access and Outlook
- Statistical operation: SPSS,
- Arabic and English

Personal Information

- Birth Date : 23-12-1984
- Marital Status : 'Married
- Military Status: Completed