

# **Muhammad Nassef**

# Area Sales Manager

South Region, Saudi Arabia muh.nassef@gmail.com

+966 533 988 522

+2 01000 56 56 00

Egyptian - 1990

#### **DESIGN SKILLS**

AutoCAD
Photoshop
3ds Max
RainCAD

# **LANGUAGE SKILLS**







# **INTEREST**









# **REFEREANCES**

#### Eng. Jamal Bou Chakra

Middle East Agriculture Co. (MEAC) Key Accounts Manager +966 55 166 5524 jabouchakra@meac.com.sa

#### Eng. Mohamed Ayoub

Al-Jammaz Hydrotek Regionl Manager +966 54 66 44 283 mohammed.ayoub@aljammaz.com

# Dr. Essam Rabeh

Bazar Al-Khaleej Branch Manager +966 50 38 77 480 eban.rabeh@yahoo.com

# Eng. Mohamed Ismae'el

Cairo Contracting
General Manager
+2 0100 188 7448
cairocontracting@yahoo.com

# **& PERSONAL STATEMENT**

Innovative and experienced area sales manager with a proven track record of identifying challenges and achieving solutions & targets to increase productivity. Adept with communicating with projects' owners and business representatives regarding Irrigation design and installations through an excellent experience with all irrigation market products. Experienced in administering client accounts, consultants, operating central control systems, Implementing presentations and technical support.

# 🚟 SKILLS & ENDORSEMENTS

Sales Management
 Tech. Sales Presentation
 Business Development
 IRR C.C Operations
 Specs Management
 Marketing & Pricing
 Technical Support
 Project Management
 Landscape Supplies
 Pumping Systems
 Filtration Systems
 Solar Heating Systems

# **WORK EXPERIENCE**

# Middle East Agriculture Co. (MEAC)

Area Sales Manager South Region, Saudi Arabia Irrigation (Hunter Industries Partner) August 2020 till Now

# • Duties & Objectives:

#### Sales:

- 1. Achieve targets and increased sales over time.
- 2. Promptly submit orders and follow-through to ensure customer requests are honored.
- 3. Study sales volume and industry trends to understand how to best penetrate the market and gain customers' confidence.
- 4. Communicate with consulting office designers and tenders' specifiers to ensure inrollment our product specifications for future projects.
- 5. Create and deliver sales presentations that are compelling, accurate, and informative.
- 6. Administering key account customers.
- 7. Preparing plans & analysis reports for the higher management.

#### Technical:

- 1. Technical support and operating Hunter Industries® central control systems (IMMS & Centralus).
- 2. Programing and troubleshooting all Hunter® controllers.
- 3. Providing support in the form of procedural documentation.
- 4. Act as the initial point of contact for system related concerns from clients.
- 5. Attend in-person meetings with clients to analyze, troubleshoot and diagnose problems.
- 6. Inspecting sites and specifiying products that fits project requirements.
- 7. Identifying site problems to develop options and Implement solutions.
- 8. Organize and file documentation pertaining to warranties and instructional guides.

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# Al Jammaz Hydrotek

Sales & Technical Support Specialist West & North Regions, Saudi Arabia Irrigation (Rain Bird Partner) April 2018 to July 2020

#### • Sales units:

# Qassim & Hail (Remote)

June 2019 to March 2020

Medina & Yanbu
 January 2019 to May 2019

Jizan (Remote)

May 2018 to December 2018

#### Duties & Objectives:

#### Sales:

- 1. Establishing new, and maintaining existing relationships with customers.
- 2. Prepare and deliver presentations explaining products and services to customers & consultants.
- 3. Supports marketing by attending trade shows, conferences and other marketing events.
- 4. Administering client accounts.
- 5. Specify products to meet customer needs and project specs.
- 6. Preparing reports for the head office.

#### Technical:

- 1. Technical support and operating Rain Bird® central control systems (Maxicom & IQ3, 4).
- 2. Programing and troubleshooting all Rain Bird® controllers.
- 3. Identifying site problems to develop options and Implement solutions.
- 4. Applicating and troubleshooting all irrigation system parts.
- 5. Design and review Irrigation system drawings.
- 6. Inspecting sites and specifiying products that fits project requirements.

# Bazar Al-Khaleej

Showroom Sales Specialist Riyadh, Saudi Arabia Irrigation (Rain Bird Trader) August 2017 to March 2018

# Cairo Contracting

Sheraton Heliopolis, Cairo, Egypt October 2015 to June 2017

# Duties & Objectives:

# Technical:

- 1. Design, review and preparing execution plans of Irrigation system drawings.
- 2. Follow up the site's implementation work.
- 3. Applicating pumping and filtration sysems.
- 4. Identifying site problems to develop options and Implement solutions.
- 5. Programing and troubleshooting Irrigation controllers.

#### Projects:

Amwaj, North Coast, Egypt

**Time period:** 10/2015 - 6/2016 **Position:** Executive Engineer **Consultant:** SABBOUR **Irr. control sys.:** Traditional

# Stone Park, 5th Settelment - Cairo, Egypt

**Time period:** 7/2016 - 3/2017 **Position:** Sr. Executive Engineer **Consultant:** ÖKOPLAN **Irr. control sys.:** Central Control

#### Cairo Contracting Head Office - Sheraton Heliopolis, Egypt

**Time period:** 4/2017 - 7/2017 **Position:** Technical Office Manager

# **SEPAIR OF THE PROPERTY OF THE**

# Bachelor of Management Information Systems (MIS)

Future Academy of Egypt

2009 to 2012

Management information system (MIS) refers to the processing of information through computers and other intelligent devices to manage and support managerial decisions within an organization. The concepts include systems termed transaction processing system, decision support system, expert system, or executive information system. The term is often used in the academic study of businesses and has connections with other areas, such as information systems, information technology, informatics, e-commerce and computer science; as a result.

# MOTHERS QUALIFICATIONS

#### Certificate of Completion

Rain Bird Knowledge Center March 2019

## Work Shop Of Rain Bird Products

Al-Jammaz Hydrotek, Riyadh, Saudi Arabia

#### Certificate of Expert

Hunter Industries University Progressing 2017

#### Work Shop Of Hunter Industries Decoder System

Shira, Cairo, Egypt March 2017

#### Certificate Of Experience

Cairo Contracting, Cairo, Egypt October 2015 to June 2017

#### Certificate of Mastering AutoCAD 2015 (2D)

Computek, Cairo, Egypt August 2016 to September 2016

# Certificate of Designing, Installing and Maintenance of Irrigation Networks

Aghakhan Training Center, Cairo, Egypt June 2015 Applications: AutoCAD & RainCAD

# Certificate of Designing, Installing and Maintenance of Landscape

Aghakhan Training Center, Cairo, Egypt May 2015 Applications: Real Time Landscape

#### Certificate of Microsoft Office Specialist

Microsoft Learning, USA January 2012 to April 2012 Applications: Certified Office Access 2010

#### Certificate Of Web Design Diploma

YAT Learning Solutions, Cairo, Egypt May 2011 to july 2011 Applications: Photo Shop, Illustrator, HTML/CSS, Dream Weaver and Adobe Flash

#### Certificate Of English Language Course

Berlitz Language Center, Cairo, Egypt December 2010 to November 2011

# PERSONAL SKILLS

- Self Motivated.
- Time Management.
- Future Planning.
- Problem-Solving.