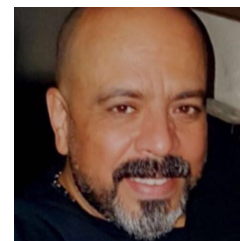


Mohamed Galal

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Business Admin. Technical commercial institute – Helwan University – Cairo)



Summary

Twenty five plus year's progressive experience developing and managing and leading a wide range of learning and development strategies, Identifying training needs, providing interventions through blended e learning, instructor led, consulting, facilitating, coaching and measuring training effectiveness, as well as sales, business development experience

Objective

My primary goal is to improve employee performance and productivity within the companies. I aim to use the fullest of my expertise in training needs identification, designing of training programs and its implementation, and a highly effective feedback process in order to achieve this goal. During my years of experience in five companies, I have worked in collaboration with employees from entry to senior management level with optimal results. One of my objectives is geared towards my own continuous professional improvement in my field of expertise. This being said, I am confident that I will be an asset to the company

- Goal-driven.
- Adept at identifying training needs; coordinating through learning solutions; and facilitating, coaching, and measuring the effectiveness of learning.
- Powered with extensive background in creating learning environments, including cognitive expansion, behaviour
- Dedicated and resourceful professional.
- Expert at establishing and developing professional learning to contribute to the transformation and development of successful learning environments.
- Proficient with Microsoft Office Suite (Word, Excel, PowerPoint and Oracle system.
- Offering progressive experience in developing and managing a wide range of learning and development strategies.
- Effective leader with superior decision-making and problem-solving techniques; expertly assess organisational challenges and convert ideas into sustainable and workable solutions, and a champion of change.

WORK EXPERIENCES

Freelance Trainer - Cairo

06/2017 – present

- Assists clients with more than just physical training. Somewhere between life coach, teacher, and physical **trainer**,
- Helps people make changes in their lives and build lifelong habits for their health.

FrieslandCampina Middle East Saudi Arabia - Jeddah

06/2015 – 01/2017 **Market Development Manager** (West & South regions) & **Distributor Development Manager (National)**

- Convert the region's sales and market development objectives to all Branch Managers within the Region.
- Report infrastructure requirements within the Region as per market needs to the Sales Director.
- Ensure proper execution of all merchandising and operational priorities (to include Trade promotion planning, Budget tracking).
- Provide accurate forecast to Sale Director.
- Develop a good relationship with our distributor and sales team
- **+ in addition to the roles and responsibility of the below role**

FrieslandCampina Middle East Saudi Arabia - Jeddah

08/2014 – 06/2015 **Distributor Development Manager (Saudi market)**

- Manage, develop and implement an all year round training calendar for the different levels and channels targeting FC & Distributor's team
- Localise/customise and prepare the trainings materials
- Coach the Field Staff and Managers on the best utilisation approach for the training academy and run model sessions to train the team on identifying the development opportunities
- Follow up and evaluate the coaching process through on the job field visits to coach the coaches and ensure proper implementation of the on the job people development
- Own the Sales On boarding process and implementation, ensuring that every new joiner receive the relevant On boarding before and while handling the new role

- Ensure the timely and gradual transfer of FC S&D people development and training best practice tools to our exclusive distributors

Arabian Trading Supplies - Jeddah

07/2012 – 06/2014 **Learning & Development Director, FMCG Sector - HR**

- Partnership with GMs, Create a Learning infrastructure for ATS, which provides competence development of its staff and reflecting corporate university best practices aligned with the company's growth strategy.
- Develop, roll-out and evaluate Mohamed Youssef Naghi Academy for Sales, HR, Finance and operation dep.
- Implement the strategic Learning and Development agenda
- Create a performance-driven culture by develop, implement and administer Performance Management Process (Talent Management System – Oracle)
- Design a competency-based learning and development framework and its policy where development pathways for Leadership, Management, Sales, Operations finance and HR were defined at all levels.
- Enhance the performance management process to further reinforce behaviour that drive personal development and growth to achieve objectives (business and developmental).
- Develop Mohamed Youssef Naghi function and Behaviours competence and team Job Description.

PepsiCo Egypt - Egypt

11/2010 – 05/2012 **Sales Capability Training Manager**

- Manage an annual training budget, expandable according to AOP initiatives and priorities
- Manage, develop and implement an all year round training calendar for the different levels and channels
- Coach the Field Staff and Managers on the best utilisation approach for the TU and run model sessions to train the team on identifying the development opportunities from the TU
- Develop Pre-sell training materials and its execution doc., and Tele-sell, time to sell strategy, training materials and train team members
- Follow up and evaluate the coaching process through on the job field visits to coach the coaches and ensure proper implementation of the on the job people development
- Own the Sales On boarding process and implementation, ensuring that every new joiner receive the relevant On boarding before and while handling the new role

British American Tobacco - Egypt

11/2009– 10/2010 **National Key Accounts Manager Manager**

- Develop, implement, and evaluate Key Accounts plans including volume, profit, market share, distribution, and in-store objectives per brand through the most effective utilisation of budgets, Trade Marketing & Distribution systems and manpower in order to achieve the overall Trade Marketing objectives
- Develop a national account business strategy and account plans on an annual basis in line with TM&D and brand strategies

British American Tobacco - North Africa

09/2004– 11/2009 **Marketing Skills Development Manager**

- Create and maintain a consumer-led learning & development environment within the marketing function that is aligned with the principles of New World Of Marketing and the people strategic imperative
- Identify needs, implement and facilitate learning solutions, which will enable the marketing organisation to develop and support continuously improving business performance. The job scope will range from meeting the learning needs of individuals to developing a learning strategy supporting the Marketing organisation
- Develop an inspiring culture for BAT North Africa marketing staff

British American Tobacco - Egypt

09/2002– 12/2004 **Marketing Skills Development & Merchandising Manager**

- The role seeks to create and maintain a consumer-led learning & development environment within the marketing function that is aligned with the principles of New World Of Marketing and the people strategic imperative
- To Develop & Execute a Merchandising Plan for All Types of Outlets which Meets Brand, Volume, & Profit Objectives Through the Most Effective & Efficient Utilisation of Budgets & Manpower in Order to Achieve National Trade Marketing & Distribution Objectives Benchmark Supplier

British American Tobacco - Egypt

07/2001– 09/2002 **Trade Marketing Manager**

British American Tobacco - Egypt

04/2001– 07/2001 **Area Sales Manager**

British American Tobacco - Saudi Arabia

07/1999– 04/2001 **Distribution Manager**