

## RESUME



**Mohamed Ibrahim**  
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Birthdate: 22. 11. 1977 – Birth Place: Kuwait – Nationality: German

### Target Job

**Business Strategist., Marketing & Commercial Head, Export Head, Managing Director**

### Key Professional Skills

Business Management - Team Leadership – Tactics & Strategies Development & Planning - Export & Import Functions – Full Marketing & Business Support - Market Analysis & Research on Customer Behavior & Market Trends

### Key Areas of Expertise

**Training, Retail, FMCG: Food + Snacks + Dairy Products + Cookware + F&B**

### Work Experience

**Oct 2020 – Up to Date**

**Group Marketing & Change Management Director** – El Zenouki Group, Egy

Leading business organizational transformation while strategically managing a multi-brand portfolio of brands in the cookware business & home appliances, establishing a market base and multi-brand positioning, penetration and commercial strategies. In parallel, building marketing, sales product development systems & a platform for the group

**Nov 2018 – Up to Date**

**Professional Corporate Marketing Trainer & Consultant** – TATWEER Corp Solutions, Egy

**Founder & MD:** TCS is development & training institution that, in affiliation with prominent partners and associates, provides organizational training programs, business and administrative consultancy, market insights & cultural knowledge exchanges, in addition to bridging and liaising between potential projects' partners in the MENA & GCC.

**Apr 2016 – Jun 2018**

**Business Transformation Consultant (Acting GM)** – Danah AlSafat Co.-Kwt (EDAFCO-Egy – **Dairy & Bev. Industry**):

Developing strategic & tactical marketing & business development plans (**local & export**) & executing them advising on how to win in the market place and to penetrate new markets via ambitious but relevant business strategies, efficient operational modules & systems, market-driven product development processes, reliable org structure

**Jun 2014 – Dec 2015**

**Group Marketing & Transformation Director** – SADITA , **FMCG & B2B**, Kuwait,

Regional business re-modeling & establishing a corporate marketing platform for 16 independent sub-entities in 7 countries, giving room for customized marketing support to each entity. Simultaneously, leading the process of brand building and new brand acquisition function in the FMCG section.

**Jan 2012 – May 2014**

**Country Manager – Al Rifai Roastery (Egypt), Retail & FMCG**, Strategic Planning, Brand uplifting, Operation Leadership, Export Channeling & Exhib. – Egy

**Jun 2009 – Dec 2011**

**Corporate Marketing Manager – Delicious Inc.** (MENA & GCC Markets), **Franchisor Role in Food Retail** Business (Cilantro Café, Ben's Cookies, TBS, O'Republic) – Egypt

Executing a business model transformation & planning corporate multi-brand marketing & branding strategies and tactics locally and overseas, providing full support for all sub-markets and franchise businesses in

**Jan 2006 – May 2009**

**Regional Marketing Manager - KFG** (MENA & GCC Markets), **Specialty Retail & FMCG Snack Food - Franchisor Role** (AL RIFAI Roastery – Nuts, Kernels, Confectionary & Coffee) – Kwt

**Dec 2002 – Dec 2005**

**Asst. Manager in Marketing - AMERICANA** (GCC), Restaurants & Retail, Leading Regional Marketing Research & Info Unit – KFC, Hardee's, TGI Friday's, Baskin Robins, Tikka - Kuwait,

**Brand Manager** (UAE) TGI Friday's – UAE

**Jan 2001 – Nov 2002**

**Credit Officer Asst.**, Corp Credit Department, Commercial International Bank-(CIB), Egypt

**Entrepreneurial Activities**  
**Since Aug 2010**  
(some contracts are on-going)

**Importation of German Cars to the Middle East, (COVID Lock-Down Period)– (Mar 2020-Dec 2021)**

**Founder & Managing Partner, – Abu Auf (Gourmet Nuts, Kernels, Confectionary & Coffee), Egy (2010-2012)**

**Marketing & Business Consultant, – GBC (Consultancy Contracts), Cairo & Kuwait- Key Ref:**

- **Intenan Health Shop** Egypt & Middle East (*Marketing, Commercial Re-modeling, Expansion Plan, CRM & Training*),
- **InShape Clinics** Egypt (*Branding, Business Re-modeling, Expansion Plan, CRM & Training*),
- **Labanita Dairy Products** Egypt (*Full Dairy & Juices Market Study & New Brand Acquisition*),
- **Little Caesars Pizza**, Detroit USA, (*MENA Market Study & Revamp Plan - Restaurant*)
- **Mughal Maha**/Indian Cuisine Egypt (*Marketing, Branding, Operation & Pricing Plans*),
- **Brioche Doree**, Egypt (*Branding, Pricing, Menu Engineering, Periodic Business Reviews*)
- **Mr. Creams Gelato** – Egypt (Branding Strategy, Menu Engineering, Operation App, B2B)

**Professional Certifications**

2009

**Entrepreneurship & New Business Ventures** - Kuwait Maastricht Business School MBA

2009

**Management Control System** - Kuwait Maastricht Business School MBA Curriculum

2008

**Business Leadership II Workshop** - By Ken Blanchard Companies

2008

**Communication Skills Assessment Seminar** - By BITE

2007

**Team work and Planning Seminar** - By Human Resource Department – KFG Kuwait

2006

**Performance Excellence Program** - By KFG Training Center

2005

**Marketing Training (BYA)** - YUM International

2004

**CMA/CFM Studies, IMA Member** – Stage 184 - American University in Sharjah, UAE

2004

**Advertising Diploma (Principle & Practice)** - by AUS

2004

**TGI Friday's Operation & Marketing Seminar** – Cyprus – YUM International

2003

**Research Methodologies & Techniques Sessions** - By Ann Simms

2003

**Marketing Training (BYA) – Seminars** - YUM International

2003

**Pizza Hut Delivery Service 3-days seminar** - YUM International

2003

**Analysis & Planning Seminar** – Dubai Quality Group

2002

**Bank Credit Course** - by Chase Manhattan Bank

**Academic Certification**

Mar 2009

**Mini MBA** by Maastricht Business School/University - Kuwait

Dec 2000

**Bachelor in Business Admin** – The American University in Cairo, Egypt  
(Concentration in Finance & double minors in Economics & Accounting)

**Special Career Achiev.**

2016

**Little Caesars Revamp Plan for Kuwait & Egypt Markets**

2009

**Digital Marketing Campaigning** - developed materials & lectured marketing professionals

2009

**Acknowledged for excellent performance** - KFG Group

2006

**Boost Juice Bars Master Franchise Agreement Closure** – (KFG)

2005

**Krispy Kream Master Franchise Agreement Preparation (Kuwait Food Company)**

2005

**Local Store Marketing Workshops** - designed & tutored sessions for corporate professionals

2003

**Employee of the Month** – Americana UAE

**Professional Skills**

Languages

**English (Fluent English: written and spoken) + German/Deutsch (B1 Level) + Arabic**

Computer Skills

**MS Office (Excel + Words + PowerPoint): Professional Use + AutoCAD: Professional Use**

## Mohamed Ibrahim

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***Business-leadership Career Opportunity Pursuit***

Dear Gentlemen,

I hope this finds you well.

I am seeking a challenging senior role, where I can apply my ***Business development, marketing and managerial, knowledge, skills and capabilities***. I have diverse experiences in multiple fields and markets, the matter that gives me a comprehensive overview of the business. Across my career moves, I have been exposed to FMCG, Retail & B2B business modules scoping the GCC & Middle-east markets. It is important to mention that studying & practicing both finance & marketing added a lot of value and prudence to my business-decision making. On the other hand, the following business qualities and capabilities have been developed over years:

- Significantly contributing (or leading the process of setting) business tactical and strategic planning
- Capabilities to acquire in-depth market/client analysis and understanding
- A proper understanding of the business and product cycles
- Ability to hunt business opportunities, rationalize resources' deployment and maximizing profitability of existing business and sales channels
- New Product Development Pipelining, where new products developed and existing products are modified in order to suit market needs
- Leading teams of different technical/functional backgrounds

On the other hand, through my full employment stations or my entrepreneurial consultancy roles, I have had significantly thorough experiences in the international trade, exportation & franchise businesses in different markets. Under your **prudent and shrewd leadership**, I believe more success stories can be made. It would be a **great honor for me to be part of them**. Being dynamic, enthusiastic & entrepreneurial, I would like to get the chance to take up a new challenge with you and where I can put in use my knowledge and skills. Thus, **I hereby present my profile to you, in pursuit**. I look forward to discussing my career opportunities with you.

Your support and concern are highly appreciated.

Mohamed Ibrahim