

# Fouad Ali Fouad

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## SUMMARY

Sales Manager with 4 years of experience in the Market, skilled in identifying business opportunities and developing weak areas, and Experience in business development. Proven ability to manage teams and resources to drive sales growth, and manage a sales force of Over +120 business representatives.in addition to a scientific background in the chemistry and microbiology industry, and Internships at Leaders companies.

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## EDUCATION

### Bachelor of Science

Faculty of Science IMAC (Industrial Microbiology and Applied Chemistry ) Department-Alexandria University

• CGPA 3.02 "Very Good" • 07/2016–07/2020

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## GRADUATION PROJECTS

### The Application of Bacterial Lipases. (Excellent)

Faculty of Science, Alexandria University • February 2020 - July 2020

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## EXPERIENCE

### Sales Manager

**Mobilcom for trading and distribution**

**January 2022 - Present, Egypt, Cairo**

- Mobile phone accessories business model, increased sales from 2022 until now by +75M EGP Sales revenue.
- Lead and manage a team of sales representatives consisting of +120 reps and 7 supervisors all over the governments of Egypt, to increase sales and penetrate new markets in Egypt.
- Developed and implemented sales strategies resulting in 22% Annual sales growth, and increased the number of organized retail Outlets distributors from 6 to 11. (Vodafone Egypt, Etisalat Egypt, Raya, Mobilaty, switch plus, Select, Tradeline, XPRS, B-tech, 2-B, online).
- Develop weak areas in the company and implement the New system at the company (KPI+KBI System, re-designing incentive System, training program, purchasing department, key account position, maintenance department and increase the performance of Each department + 60% and reduce the product waste cost +90% ).
- Training Sales leaders to develop Sales Representatives on how to educate customers regarding the benefits of products and services as well as answer questions regarding equipment, coverage area, pricing, and availability.
- Recruit and Hiring New reps and supervisors and give them full technical training.

### Area Manager

**Mobilcom for trading and distribution**

**August 2020 - December 2022, Egypt, Alexandria**

- Develop and implement sales strategies for Alex, increasing sales revenue by +17m in 6 Main Organized retails (Vodafone Egypt, Etisalat Egypt, Raya, Mobilaty, switch plus, and Select).
- Manage +24 sales representatives and ensure that they meet their sales goals.
- Develop and maintain relationships with 6 suppliers (Vodafone Egypt, Etisalat Egypt, Raya, Mobilaty, switch plus, and Select) in the Alex.
- Set and Input sales forecast for the Region, whenever needed.
- Monitor and analyze sales performance daily.
- Reports any unusual stocks seen in the market, with specific recommendations.
- Report competitor activities and recommended actions.
- Manage key customers and keep good relations with them.

### Quality Control Trainee

**AMOC, Alexandria Mineral Oils Company**

**July 2019 - August 2019, Egypt, Alexandria**

- Lab training of the products To achieve and maintain operational excellence, Enhance safety performance, and Satisfy local market Requirements.
- Laboratory tests 6 products: Fully Refined Solid/Liquid Para n Wax, Base Oils, Transformer Oil, Low Sulphur Gas Oil, Naphtha, and LPG for domestic uses.

### Quality Control Trainee

**Rashid Petroleum Company****August 2018 - August 2018, Egypt, Alexandria**

- Lab training content completed with the following 5 points.
- Safety introductions, 1. Gas & condensate sampling and analysis, and 2. Gas chromatography principles.
- Operations water analysis techniques and lab equipment, and analysis overview.

**Safety Trainee****PPC - Petroleum Pipelines Co****July 2018 - August 2018, Alexandria, Egypt**

- Safety guidelines training to ensure the safety of the field to transporting oil products, starting from crude wells to refineries.
- Lab Tests and examine the safety of 10 types of equipment.

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**COURSEWORK**

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**Salesforce Management**

HERIOT-WATT UNIVERSITY • 2023

**Designing Organizational Structure**

Harvard Business School • 2023

**Sales Management Foundations**

LinkedIn • 2023

**Key Account Management**

LinkedIn • 2023

**Sales Strategies and Approaches in a New World of Selling**

LinkedIn • 2023

**Business Analysis for Project Managers**

LinkedIn • 2023

Business Analysis

**Marketing Foundations**

LinkedIn • 2023

**Marketing Strategy: SEO Content Writing**

LinkedIn • 2023

**Diploma of Basic Management and Marketing**

Udemy • 2022

**Basics of Pricing**

Udemy • 2022

**Selling skills**

Udemy • 2022

**Excel Skills for business**

Udemy • 2021

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**CERTIFICATIONS**

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**Diploma of Basic Management and Marketing**

Udemy • 2022

Business management basics, Marketing, Strategic Marketing and outlines digital Marketing, personal selling

**Alexandria Minerals Oils Company Internship**

Alexandria Minerals Oils Company • 2019

## **C100**

Alexandria University, Egypt • 2019

Introduction to computer basics (MOS-OPERATIONS)

## **ISO 17025/2017**

EGYPTIAN SYNDICATE OF SCIENTIFIC PROFESSIONS IN ALEXANDRIA • 2018

## **Rashid Petroleum Company Internship**

Rashid petroleum company • 2018

## **PPC – Petroleum Pipelines Company Internship**

Petroleum Pipelines Company • 2018

## **Staff Member of Mentoring Committee ISV-18**

Faculty of Science, Alexandria University • 2018

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## **SKILLS**

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**Industry Skills: Operations Management, Direct Management, Sales force management, business development, Project management, Marketing, Analytical skills, Account Management, Product Management, Purchasing Management**

**Technical Skills: Windows, Office, Outlook, Word, PowerPoint, Excel**

**Soft Skills: English advanced, Management, Planning, Forecasting, Team Leadership, Coaching, Risk Management, Time Management, presentations skills, continuous improvements, Strategic Planning**