

EXECUTIVE SUMMARY

A **software sales and solutions design expert** with 5 years of experience in the technology, consulting, and defense industries. A bilingual, team-oriented professional capable of working cross-functionally and cross-culturally who has experience in procurement, strategic negotiations, and solutions design for clients like Vodafone, Egypt Air, and others. A recent graduate of INSEAD Business School's Global MBA program.

FUNCTIONAL EXPERTISE

- Relationship Management for Complex Projects
- Strategic Supplier Negotiations
- Communications and Presentations
- Solutions Design
- Cross-functional Coordination
- Process Improvements

FUNCTIONAL EXPERTISE DEMONSTRATED

TOPIC MANAGEMENT CONSULTING

June 2017 – September 2017

A management consultancy with ~150 employees and offices in Egypt, Dubai, and London that specializes in strategy, change management, and training. Clients include Vodafone, Alcatel, Visa, Barclay's and others.

Business Analyst (Summer MBA Internship)

Successfully performed a variety of functions on a 3-person team engaged with an Egyptian conglomerate looking to formalize its organizational structure, identify KPIs, and implement a culture of accountability.

- **Communications and Presentations:** Led ~20 in-depth interviews with senior & middle managers to collect strategic information used to identify relevant KPIs and subsequently led multiple training sessions, each with 40+ employees, to educate on the relevance of the metrics and their implementation timeline.
- **Process Improvements:** Worked with a Director and a Senior Consultant to conduct a performance review, define the Client's core problems, and leverage a dynamic view of the client's corporate structure to develop actionable strategic recommendations that the client could implement to optimize performance.

IBM

April 2014 – January 2017

The Egyptian operations of the American multinational and technology and consulting firm with 435,000 employees globally and ~\$100bn in annual revenues. Major clients included Vodafone and Egypt Air.

Client Service and Strategic Sourcing Buyer

Led the purchasing practice for all telecom-related software components (e.g. VM Ware, Oracle, SAP, and others), designing solutions and long-term maintenance contracts for projects with budgets up to \$3.5mm.

- **Relationship Management for Complex Projects:** Successfully executed ~25 engagements per year for clients in the telecom, government, and banking sectors. E.g. acted as relationship manager and later won an award from IBM for exceeding KPIs on a \$3mm IT project for Egypt Air's new terminal in Saudi Arabia in 2010.
- **Strategic Supplier Negotiations:** Led the software supplier negotiations that enabled the creation of ~50 multimillion dollar proposals annually, working with major software enterprises like VM Ware, SAP, Oracle, Red Hat, and others and also with smaller, boutique software providers. E.g. led negotiations with "sole source" providers to define terms on which software would integrate into entire suites of IBM's solutions.
- **Communications and Presentations / Solutions Design:** Successfully worked cross-functionally with large volumes of procurement specialists, sales teams, and consultants to design solutions and draft bids on projects that regularly involved 80+ components like software, personnel, and service contracts. E.g. led the

design of the IT solution and won the bid for Egypt Air's terminal in Saudi Arabia, a contract worth \$3mm.

EGYPTIAN AIR FORCE

April 2013 – April 2014

The aviation branch of the Egyptian Armed Forces that maintains and operates 1,600+ aircraft and supports more than 50,000 personnel operating through ~500 units across Egypt.

HQ Transfers Coordinator

Managed resources from HQ in Cairo, using a transfer management system to analyze and report on equipment and personnel and facilitate the transfer of resources as requested by unit commanders.

- **Cross-functional Coordination:** Successfully handled high volumes of requests from unit commanders, working with a team of 5 to receive, document, and execute ~5 resource transfers per week which often involved combinations of aircraft, personnel, and other supplies. E.g. supported the intake of 1,000 specialists, allocating supplies and equipment to enable their deployment to assignments across Egypt.

EDUCATION

Masters of Business Administration (Global Leadership). INSEAD Business School (Paris, France)

Bachelor of Arts (Business Administration). Ain Shams University (Cairo, Egypt)

VOLUNTEERISM

Helwa Ya Balady (2009 – 2015): Co-founded an NGO that led economic development efforts in low-income areas surrounding Cairo by offering microfinance solutions and business training for small business owners.

OTHER RELEVANT INFORMATION

Software Knowledge: MS Excel (Advanced), SAP Systems, Oracle ERP, VM Ware, Red Hat, McAfee, MS Office

Languages: English (Bilingual fluency), Arabic (Bilingual fluency)