

Ahmed Atef Mohamed Rashad Abdelrazek

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Professional Summary

Dr. Ahmed has more than 25 years of experience in Sales, Marketing, Teaching, Training, Business Development and business consulting. He has a great experience in delivering management and marketing training programs to national & international companies and organizations inside & outside Egypt. Ahmed has Professional PHD degree in Project Management and MBA degree in Business Administration “Marketing Track”. Ahmed also has excellent presentation and interpersonal communication skills.

Education

- **Professional PHD**, special track: **Project management**, (2023)

Faculty of Graduate Studies for Statistical Research, Cairo University

Thesis Title: « A Proposed Framework For Studying The Dimensions of **Digital Transformation In Healthcare Sector In Egypt** »

- **Master of Business Administration (MBA)**, special track: **Marketing**, GPA: 3.9 (2006)

Arab Academy for Science & Technology Graduated School of Business (**AAGSB**)

- B.S.C. of Biology, Faculty of Science, Ain Shams University (1998)

Work Experiences

A. Teaching Experience (from 2006 till 2021)

- Lecturer, **Misr International University “MIU”** (2019-2021)
Bachelor's program– Subject: **Marketing principles**)
- Assistant Teacher in **AAGSB** (2007-2010)
(MBA & Marketing diploma Programs -Subject: **Strategic Marketing**)
- Assistant Teacher in **AAGSB** (2006-2010)
(MBA & Marketing diploma Programs -Subject: **Consumer Behavior**)

B. Training Experience (from 2007 till 2024)

For a wide range of customers in different industries, using a customized learning resources, assessments, assignments, workshops and activities in the following fields:

- **Management Skills:** Strategy, Marketing and Supply chain
- **Functional Skills:** Sales, Marketing, digital Marketing, Customer Services and Change Management
- **Soft Skills:** Team Building, Creative Thinking, Leadership and Selling & Negotiation skills
- **Training Courses**

Conducting the following courses:

- Integrated Marketing Communications (IMC)
- Launching a New Product

- Strategic Marketing Planning: The Road Map for Growth
- Basic Selling Skills
- Professional Selling Skills
- Setting & Controlling Marketing Budgets
- Customer Relationship Management (CRM)
- Consumer behavior: understanding Consumers & Marketing Activities
- Development of a Marketing Plan
- Creative Problem Solving & Decision Making
- Presentation & Public Speaking Skills
- Digital communication Strategy
- Social Media Marketing & online Advertising
- Digital marketing “strategy, implementation and practice”
- Marketing with Facebook pages
- Telemarketing and Tele-sales “Call Center training”
- Team Building Today for Tomorrow
- Wisely Using Time
- Leadership: The Art of Managing People
- Critical & Creative Thinking

C. Sales & Marketing Experience (from 1998 till 2018)

- More than 20 years of experience in **HEALTH CARE & PHARMA INDUSTRY**.
- Leading sales and marketing teams for last 10 years.
- Last position is Sales & Marketing Director -leading More than 100 sales & marketing members.
- Job responsibilities include marketing, sales, business development, staff training and development, key customers management and driving financial & non-financial KPIs.
- Key Responsibilities:
 - Leading the formulation, implementation & follow up of the company sales and marketing strategy.
 - Leading and conducting regular training for medical reps., supervisors & marketing personnel.
 - Management & development of the company products portfolio seeking better marketing opportunities.
 - Leading the development of the marketing plans and the follow up of its implementation with the marketing team.
 - Leading the Development of promotional strategies & promotional materials/tools and activities.
 - Leading the arrangement of round table discussions, group meetings & launch events with physicians including key opinion leaders.

D. Consulting Experience (from 2018 till 2024)

- Conducting business and technical gap analysis study (Digital Hub S.A.E / EiTESAL Association for Information & Communication Technology – eGrow Program)
- Conducting business and technical gap analysis study (5dVR Corporation / EiTESAL Association for Information & Communication Technology – eGrow Program)
- Developing Consolidated feasibility study (HEALTH Park-SWAN LAKE Compound (New Cairo-Egypt)
- Developing Consolidated feasibility study (WATAN Pharma – Injectable factory) KSA.
- Developing NEW ASSUIT HEALTH CARE study “land vision study” (Assiut – Egypt)
- SAUDI GERMAN HOPITAL / NBK commercial and operational due diligence
- Business study of 2020 ASSUIT HOSPITAL
- Developing ELMEHY Engineering Company transformational strategy
- Corporate Restructuring and Turnaround Strategy (Suez Canal Authority)
- Developing Strategic and Marketing Plan (Bellezza for sanitary ware, Oriental for flavors and fragrance, Technometal for ductwork, JOOOKA baby wears)
- Developing Al-Andalous for cosmetics and household care marketing study

Highlights of Skills

- Excellent presentation & interpersonal skills
- Strong time management skills and is highly organized
- Good verbal and written communication skills
- Good training program development and design
- Languages: Arabic (Native) and English
- Computer Skills : MS Office Package & Excellent Knowledge in using Internet applications

Personal Details

Date of Birth: 14 August 1976

Nationality: Egyptian

Military Service: Exempted

Marital Status: Married