

# Sherief Nour

PGD. Eng. Mgmt., B.Sc. M.E.

**M: +20 10 20 60 9158**

Alexandria, Egypt

**business.nour@gmail.com**

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Seeking a challenging and powerful role with wide responsibilities, in a customer-centric equipment, machinery, automotive, industrial, manufacturing or engineering environment, as a **Senior Manager** or **Director** of **marketing, sales, procurement, and product management**, where I can extensively apply my skills and experience; to devise and implement improvement plans, develop operations, improve workplace, increase profitability and grow the business, with a mutual benefit, and a personal career path development.

## KEY SKILLS

**A diligent mechanical engineer, and skillful operations and equipment sales manager, with over 20 years' experience in multiple areas:**

1. Business planning and development, with experience in Oil & Gas, Construction, Contracting, Commercial, Industrial and governmental businesses and systems.
2. Technical support and training in fields of electric generators, heavy equipment, machinery, compressed air systems, cranes and port equipment.
3. Project and operations management of power generation and equipment rental and leasing.
4. Proactive and consultative sales of machinery and industrial equipment – B2B and B2C.
5. Material handling applications and solutions.
6. Forecasting and budgeting.
7. Industrial procurement and commercial contracts, with banking and shipping exposure.
8. Analytical thinking and problem solving, and troubleshooting (equipment).
9. Team building, supervisory and leadership skills.
10. Control of operating expenses.
11. Engineering management.
12. Advanced techno-commercial presentation, computer and IT skills.
13. CRM, ERP, 6 Sigma, TQM, Safety Management.

## WORK EXPERIENCE

### **Freelancer**

Stock market trading; business consulting.

**11/2017 – Present**

Alexandria, Egypt

### **Product Group Manager - Material Handling Equipment**

**Arabian Auto Agency Co.**

[www.aaa.com.sa](http://www.aaa.com.sa)

**10/2016 – 10/2017**

Dammam, Saudi Arabia

1. Development of material handling solutions in the Saudi market, promoting the following premium brands: **STILL** forklifts and warehouse equipment (STILL.de), **CLARK** diesel forklifts, **CVS Ferrari** port equipment and container handlers, **Terex** cranes.
2. Overall responsibility of the material handling business (Country-wide).
3. Marketing and supporting the sales team technically and commercially.

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4. Forecasting sales, and managing the equipment inventory.
5. Strategic planning and business development.
6. Overseeing, managing, and aligning the sales activities and team KPI.
7. Handling and managing the manufacturers/ vendors business relationship.

### **Senior Sales Manager (Country Sales Manager)**

**2/2016 – 9/2016**

**Sarens Nass Middle East W.L.L.** [www.sarensnass.com](http://www.sarensnass.com)

Yanbu, Saudi Arabia

**C/O Abdulla Nass & Partners Co.** [www.nassgroup.com](http://www.nassgroup.com)

Jubail, Eastern Region and Yanbu, Western Region

1. Business development and team leadership; overseeing the sales in North, West and South regions of Saudi Arabia.
2. A capacity of Service and Operations management was added for the Western Region.
3. Rental of cranes, heavy lifting services and specialized transporting. Handling a fleet of 210 units (30 – 1200 ton mobile and crawler cranes, and trucks).
4. Leadership and management of the sales team to develop the business and improve fleet utilization.
5. Developing strategies and action plans to improve national sales revenues and customers' base.
6. Forecasting monthly requirement of cranes and manpower.
7. P&L and budget responsibility, for business size of SAR 180 million per year.
8. Building and maintaining a competent skillful team, coaching, training, and personnel development. Monitoring and analyzing of KPI reports and fleet utilization reports.
9. CRM with key accounts across the kingdom.
10. Implementing the safety and quality regulations.

### **Franchise Sales Manager**

**3/2013 – 1/2016**

**Zahid Tractor & Heavy Machinery Co. [Caterpillar dealer]** [www.zahid.com](http://www.zahid.com)

Dammam, Saudi Arabia

#### **Responsibilities:**

1. Equipment portfolio: **Caterpillar** forklifts and warehouse equipment; **Terex** mobile and crawler cranes; **JLG** manlifts (construction and industrial types); **Svetruck** container handlers.
2. P&L and budget responsibility, for business size of SAR 100 million.
3. Building and maintaining a competent skillful team, coaching, training, and personnel development.
4. Managing and coaching a team of 13 (sales engineers, senior sales consultant, key accounts manager, 2 demonstrators).
5. Collaborating with Marketing Department for launching and implementing promotional campaigns and programs.
6. Devising business plans, allocating sales territories and assigning sales targets for each sales person (for 12 months, value and volume by product).
7. Determining and aligning the pricing levels of different products based on market conditions, competition, short and long term goals.
8. Building and maintaining the business relationships with customers.
9. Controlling my business unit expenses.
10. Monitoring and analyzing of financial reports, KPI reports and marketing statistics.
11. Liaising with a large team of all levels (Service, Finance, Administration departments)

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12. Daily overseeing the sales process and operations.
13. Involvement and support in closing strategic and specific key deals.

### **Achievements:**

1. Over-achieved sales revenue and profit target in 2 consecutive years 2013 and 2014.
2. Increased the sales team from 6 to 10 in 3 branches (Eastern Region: Dammam, Jubail, Hofuf).
3. Implemented an advanced skilled-based business model, which increased business participation (+ 15%) and sales closing rate (+ 6%), and the division's profitability.
4. Improved the 12-month rolling forecast precision for the market demand; for better inventory management, equipment availability and turnover.
5. Promoted and sold new warehouse equipment models in the Eastern Region.
6. The # 1 Worldwide Caterpillar Lift Trucks dealer for 2013 and 2014 (shared award with the other 2 regions)

### **Area Operations Manager**

**1/2012 – 2/2013**

**Peax (rental), Saudi Diesel Equipment Co.** [www.peax.com](http://www.peax.com) [www.saudidiesel.com.sa](http://www.saudidiesel.com.sa) Riyadh, Saudi Arabia

Rental fleet of hundreds of diesel gensets (up to 1250 kVA), diesel and electric forklifts, light towers, portable air compressors.

### **Responsibilities and achievements:**

1. Fully powered and authorized Branch Manager based in Riyadh, responsible for the whole Rental Operations in Saudi Arabia Central Region, including managing the day-to-day sales activities for equipment rental, workshop and field service, parts inventory, and administration.
2. Lead and managed a staff of 14 (2 sales persons, 2 administrators, 1 collector, 1 assistant, 1 service supervisor, 7 technicians), and successfully fostered the teamwork spirit. Promoted and developed business of power generation turnkey projects and total rental solutions.
3. Forecasted for market demand of equipment.
4. Completed a process of re-structuring and alignment of work cycle and customer relationship management.
5. Increased monthly revenue by 35% in 9 months.
6. Diversified the customers' base, to include different market segments, and sizes of accounts (contracting, industrial, utilities, and governmental entities).
7. Reduced rental down time by strict monitoring and application of preventive maintenance programs.
8. Reduced the over dues and ageing of receivables.
9. Experienced in using ERP Lawson M3 package, for rental and accounting modules.

### **Sales Engineer, Senior Sales Engineer**

**9/2004 – 12/2011**

**Zahid Tractor & Heavy Machinery Co. [Caterpillar dealer]** [www.zahid.com](http://www.zahid.com) Jeddah, Saudi Arabia

1. Had a successful track record, over-achieved the yearly sales targets, with excellent individual performance, at the Material Handling Equipment Division.
2. Well experienced in sales and business development of **Caterpillar** forklifts, **Ingersoll-Rand** stationary air compressors, **Jungheinrich** warehouse equipment, **JLG** man-lifts, **Terex**, **Demag** and **Locatelli** mobile cranes,

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and **Svetruck** forklifts and container handlers.

3. Participated as a primary team member in the new implementation of ERP (Lotus Notes iCRM), and as a Green-Belt in a 6-Sigma project for market share improvement.
4. Enriched the company's database by dozens of new key accounts.
5. Sold first-time equipment product models.

### **Procurement Engineer**

**Alexandria Carbon Black Co.**

[www.birlacarbon.com](http://www.birlacarbon.com)

**11/2003 – 8/2004**

Alexandria, Egypt

1. Successfully participated in a large factory expansion project (production increase of 48%)
2. Added reliable vendors and shipping forwarders to procurement database.
3. Foreign and local procurement and logistics, including fabrication contracting.
4. Commercial negotiations, included banking and freight terms experience.
5. Shipment & forwarding management.
6. Following up inventory and controlling replenishment.

### **Pricing & Technical Support Engineer**

**Mantrac Co. [Caterpillar dealer]**

[www.mantracgroup.com](http://www.mantracgroup.com)

**7/1998 – 11/2003**

Alexandria, Egypt

1. Technically supported the sales engineers in several successful large deals.
2. Had massive technical and commercial correspondence and international business experience.
3. Researched and assisted in acquisition of new dealerships and representation of equipment manufacturers.
4. Experienced in technical studies and information analysis.
5. Gained an excellent experience in pricing of miscellaneous equipment and preparing Sales Price Lists.
6. Prepared technical/ commercial quotations and tenders bids.
7. Analyzed sales figures and marketing information to support top management.

### **Mechanical Engineer**

**Mancrew Co.**

[www.mancrew.com](http://www.mancrew.com)

**7/1997 – 8/1997**

Alexandria, Egypt

Practical training on the design and fabrication of steel structures.

Participation in the metal works, including cutting and welding.

## **TRAINING COURSES**

- |  |                                      |                 |
|--|--------------------------------------|-----------------|
| 1. Statistical Thinking for Data Science and Analytics | Columbia University online - EdX.org | Jul.2016,online |
| 2. Fraud Awareness                                     | Zahid Learning Center                | Dec.2015,KSA    |
| 3. Terex cranes products, and sales tools              | Zahid Learning Center                | Nov.2015,KSA    |
| 4. Business Ethics & Code of Conduct                   | Zahid Learning Center                | Sep.2015,KSA    |
| 5. IOSH Managing Safely                                | British Safety Council, UK           | Jun.2015,KSA    |
| 6. Quality Management / TQM                            | Geneva Business School               | Jun.2015,KSA    |
| 7. Sales Management Certificate Program                | Caterpillar/Rutgers University       | Jan.2015,online |

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8. Essential English for Performance Appraisals	Zahid Learning Center	Jan.2015,KSA
9. Powerful Telephone Techniques & Etiquette	Zahid Learning Center	Jan.2015,KSA
10. Caterpillar sales and technical knowledge	CAT Lift Truck Academy	Dec.2014,online
11. Credit Appreciation (Finance)	Thornton Vander plank Ltd	Oct.2014,KSA
12. Diesel Generators Sizing &Applications	Najah Engineering Consultants	Mar.2012,UAE
13. Warehouse Equipment	Junghheinrich GmbH	Jun.2011,Germany
14. Effective Supervisory &Management Skills	Zahid Learning Center	Feb.2011,KSA
15. Negotiating to Yes	Wilson/ Zahid Learning Center	May2010,KSA
16. Perfecting Presentation Skills	Zahid Learning Center	Aug.2008,KSA
17. Advanced Sales - Closing the Deal	Xperion/ Zahid Learning Center	Feb.2008,KSA
18. Business Correspondences &Negotiations	The American Chamber of Commerce	Nov.2001,Egypt
19. Communication and Interpersonal Skills	The American Chamber of Commerce	Jul.2001,Egypt

## EDUCATION

**Post-graduate Diploma in Engineering Management** **1/2000 – 7/2001**  
**The Arab Academy for Science, Technology and Maritime Transport** Alexandria, Egypt  
<http://www.aast.edu>

Completed the following courses:

Management of International Business; Financial Management and Accounting; Management Information Systems; Human Resources Management; Environmental Management; Computer Programming (C language).

**B.Sc. Mechanical Power Engineering** **10/1993–6/1998**  
**Faculty of Engineering, Alexandria University** Alexandria, Egypt  
<http://eng.alexu.edu.eg>

## LANGUAGES

**Arabic:** Mother tongue language. Professional in formal/business writing.  
**English:** Excellent command of English language (general conversation and business).  
**FCE Certificate**, University of Cambridge, ESOL Examinations, UK, 1993.  
[www.cambridgeesol.org](http://www.cambridgeesol.org)  
**TOEFL Certificate**, ETS, USA, 1998. [www.ets.org](http://www.ets.org)

## PERSONAL INFORMATION

Full name: Sherief Farouk Mahmoud Nour Family status: Married with 2 children  
DOB: 17 November 1975 LinkedIn.com/in/sheriefnour  
Nationality: Egyptian Mobile phone: +201020609158

