**Hany Habib Abdou Dawoud** 

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**Career Highlights:**

Commercial professional with Over 25 years of exceptional track record in FMCG, NESTLE Pharmaceutical OTC, Healthcare Nutrition and baby food, and Tire automotive Pirelli. leading strategic commercial positions, ranging from Foundation and setting up new companies, setting new marketing and planning approaches to the turnaround of several sales organizations, and consistently delivering increases both in profitability and market share. Implemented new strategic commercial projects concerning route-to-market strategies, operational commercial activities, and sales organization and initiated, and implemented the distribution channels, and set up a strategic approach to secure long-term profitable growth. A performance-driven leader focused on increasing shareholder value and developing high-performing teams and talent. Flexible, honest, adaptable, team player, open-minded, and ready to proactively embrace simultaneous changes in job, industry, country, and culture. Bringing best practices to each new challenging position and always interested in developing and learning new ways to create value

 **Work Experience:**

# Co-Founder & G.M - Mentors FMCG Consultancy - January 2020 – Till Present

1. **Strategic Business Planning:**

 Identify growth opportunities in core business & white spaces.

 Provide strategic direction on where & how your business should invest.

 Develop commercial strategies built on a consumer/shopper-driven mindset

 **2. Marketing Strategy:**

 Targeting. Brand Positioning. Brand Portfolio & Pricing Management. Innovation. Communication.

 **3. Sales Strategy:**

 Channel, Customer & Route-to-Market, Shoppers, Channels, Customers

 **4. Commercial Execution**

 Consumer Communication. Campaign development & creation, digital & media agencies.

 New Product Development. Innovation strategy & validation. Brand packaging development

# Pirelli Egypt - Commercial Director – Tire Business – Jan. 2018 – Dec. 2019

* Reporting to Business Head – MEA region.
* Responsible for the **Foundation and startup of the new Company** dedicated to consumers.
* Deliver targeted sales & profit alongside agreed company objectives and Set customer, brand, and market objectives & strategies in conjunction with Senior Management to maximize opportunities
* lead all aspects of commercial strategy development, implementation, and interaction.
* Delivery of business plans, Local And Export Sales best practices & KPIs.
* Set the annual revenue budgets in line with strategic objectives and deliver on the targets.
* Deliver sustainable competitive advantage across all channels, utilizing Consumer Insight, Market Trends, NPD, Brand Development & negotiation with Customers & Suppliers.

# Pirelli Egypt – Head of Sales – Jan – Dec 2017

* Reporting to Commercial Director MEA region.
* Define Sales strategy, Go-to-market, and channel strategy & key actions to increase customer base, And Identification and reporting of market scenarios and related risks/opportunities.
* Coordinate sales team, Monitor and report to central function sales trends and results. Cooperate with other functions in solving issues related to product availability, and service level
* Achieve Monthly Local And Export sales Targets, and assure the deployment of local monthly sales forecasting for the Demand Planning process Contribute to the strategic forecasting process.
* Assure in the assigned Area that the customers will be provided with precise information about products, services, conditions of sale, and other related issues

## El. Ghurair Group –Sales& Business Dev. Manager – Packaging Industry GCC – 2016

* Reporting to CEO & Heading 3 Divisions, Sales and Marketing, Customer Services, Art, and Print.
* Develop New Markets and new customers, a thorough study of their requirements and proposing solutions, and maintain existing customers as well as increase the market share.
* Monitor competitor activities of the region / GCC / Export markets
* Prepare the best possible product mixes suitable to the company's interest & ensure achieving profitability & secure payments.
* Lead the sales team to achieve targets and goals of the company & propose a sales budget every year.

## Nestle North East Africa Reg. – Regional Sales Manager ALL Channels – Feb. 2013 - Dec. 2015

* Achievements: 1. Establish the new region as per the deadline timeline.

 2. Mundial award 3 times on a raw for the best region that achieves all KPIs.

* Reporting to Sales director - Heading Sales Team and 9 categories.
* Develop common sales vision & objectives for the Region by category/channel and Shape sales strategy/tactic for the region considering internal and external factors.
* Develop trade terms and conditions, set clear directions/priorities, clarify roles and responsibilities and trade activities & generate new ideas or modify approaches to achieve business objectives.
* Develop high-standard performance measures for direct & indirect sales, empower others to challenge

to achieve better results and ensure to apply of Nestlé’s best practices in Both B2B and B2C.

## Nestle North East Africa Reg– National Sales Manager - Jan. 2008 - 2013

* Achievements: 1. Excellent award – December 2009 for the best team who achieves targets.

 2. One of the best 3 Achievers globally, 128% sales figure vs. 108% Target in 2011.

* Reporting to Country Manager & managing 8 Pharmaceutical Distributors & 4 markets in Egypt, Sudan, Ethiopia, and Libya and Over 2000 sales staff, Turning over 100 million EGP.
* Analyze key market requirements considering the overall business environment & market growth drivers & responsible for the P&L of the Nutrition Business, Setting KPIs for all teams and Operations.
* Manage the development and Execution of yearly commercial plan, set the needed budgets and total trade spend, manpower& general expenses & overall sales & distribution strategy in the long term
* Planning and implementing all the global Nestle best practices in both functions; Local and Export sales & marketing leading to Contributing to IN business in Egypt by 2.5 times in three years.

## Nestle North East Africa Reg– Trade Marketing Manager GCC – Apr. 2007 – Dec. 2010

* Achievements: 1. First division who applies the new commercial plan format and is best in executions.

 2. Align with Nestle Middle East to apply common plans and marketing ads.

* Define strategies and plans to deliver category growth based on consumer, shopper, and customer requirements and Define priority channels for the overall market.
* Lead the Integrated Commercial Plans to ensure alignment with action plans at the market level.
* Develop a performance-related Trade Spend strategy to support priority initiatives & establish clear promotional guidelines by category and channel.
* Establish commercial propositions and support the development of customer and field sales plans & Ensure career & succession planning, PDP, and talent management processes are in place.

## Nestle North East Africa Region – Globe Project Commercial Leader - June.2006 - March 2010

* Global Project – **Part-Time Job.** The Objective: Make Standers SOPs and Unify all processes and procedures every ware in all Functions Using SAP. accomplished knowledge transfer to the end-user.

**Nestle North East Africa Region – Sales Admin.& Support Manager- Jan. 2004 - March 2007**

* Accomplished and review sales plan and reconciliation with marketing and aggregated individual plans into the overall business and evaluate the performance Vs. KPI
* Implementations of sales plan through performing competitive analysis & breakdown by category targets to operational level & develop plans by Channel, Customers & region.

**Nestle North East Africa Region – Finance Positions - Oct. 1992 Till Nov. 2003**

**Education:**

## 1) B.Sc. Management & Business Science 1992

Sadat Academy for management science – Faculty of Management - Very Good with Honors.

**2) Master in International Business Administration - (MIBA) – June 2003.**

 École supérieure Libre des Sciences Commercials Appliqués -

 *ESLSCA* – France – Very Good with Honors.

 **Key Achievements:**

 **1) Excellence Award** - 2009 – Nestle Nutrition GCC and Africa.

**2) Mundial Award** – Best Achiever - 2013 - 2014 - 2015.

**International Training:**

* Brand & Business Strategies (INBBSS) – Global Workshop – Sep.2009 Switzerland
* POP Drivers & priorities - Regional CCSD workshop - April 2008 – Switzerland
* Trade Investment - Regional CCSD group - Nov.2007 – Switzerland
* Integrated Commercial Plan - Regional CCSD workshop - May 2007 – Dubai
* Business Review - Regional CCSD workshop – March 2007 – Switzerland
* Customers Management Best Practice – March 2007 – Turkey
* Introduction to Sales and Marketing –March - 2005 – Switzerland
* Value Creation - Conrad – November 2004 - Egypt
* Finance & Control at Nestle – ZONE AOA - Sep. 1998 – Turkey

**Local Training:**

* NESTLE Leadership Development Program: 2013
* Customer Contribution Statement (CCS) - May 2009
* Business Management Workshop – Feb. 2004
* Field And Distribution Management Best Practice – FMBP – DMBP 2004
* Work under stress - August 2003 • Cost Reduction - June 2003
* Problem-solving & decision Making - April 2003
* Seven Habits for success - Feb. 2002 • Innovation & Creativity – Dec. 2001
* CMA - Attending the course. And So many Others

 **Language:** Arabic: Mother’s tongue. English: Fluent

 **Personal Data:** Date of Birth: Dec. 1969. Nationality: Egyptian.

 Marital Status: Married (Two Kids)

* ***References:***  Delighted to supply upon request.