

## **Khaled A. Bekhet**

**23, Abdullah Diraz St., Heliopolis, Cairo, Egypt**

Date of BIRTH: 26/10/1967

Mobile :+20100 150 2249

Home :+202 241 72080

E-mail :kbekhet@gmail.com



### **PROFILE:**

- ✓ Comprehensive senior management experience in large Egyptian Manufacturing operations with full P&L responsibility, specializing in business expansion and new product development in a variety of Egypt-based and international theatres.
- ✓ Advisor for the board of directors concerning domestic & International business, market dynamics and industry trends in 55 countries including Egypt, MENA, Africa, Gulf and Europe regions; proven ability to lead business growth through business development and expansion plans, critical startup and growth strategies; effectively O.E.M and joint ventures.
- ✓ Proven abilities in strategic planning, market positioning, complex sales negotiations, international marketing, financial models, business development, assigning and managing high performance teams.
- ✓ Well versed in intercultural business communication; creative and responsive with proven abilities to solve complex problems across organizational and cultural boundaries. Capable of assimilating extensive information and communicating it at all levels.
- ✓ Supportive coach and active team member.

### **EXPERIENCE:**

***The American University in Cairo (AUC), & Misr International University (MIU)***

*- June, 2013-present*

**POST: Instructor & Trainer**

#### **DUTIES:**

- Teaching Strategic Management, Contemporary Management, Management Skills, Strategic Marketing, and International Business Management (Exporting Business).
- My primary responsibility as instructor is the wellbeing of all learners.
- Providing quality academic instruction to learners.
- Providing interactive workshop training programs for different levels of Management (Corporate customized programs).
- Ensure that each learner's educational program is an enjoyable, productive, challenging, and meaningful experience.

***Turkish Exporters' Assembly (IDDMIB)-ISTANBUL***      *- March, 2013-Sept. 2013*

**POST: Business Development Advisor**

#### **DUTIES:**

- Provide systematic information to this Turkish governmental institution in areas that include marketing, strategy, management and International business in order to improve and enhance potential capabilities of different Turkish manufacturers to

penetrate Egyptian market through assessing weaknesses and recommending solutions.

**AHRAM SECURITY GROUP, CAIRO, EGYPT** - Jan., 2006 till June, 2012

**POST:** Managing Director

**PROFILE:** Responsible for the day-to day running of the business with a particular emphasis on sales and business development. Making sure that the business continues to grow by way of developing new clients whilst maintaining its existing customer base.

**DUTIES:**

- Identifying, developing and directing the implementation of business strategy.
- Cultivating the company's reputation in the market & with customers & suppliers.
- Involved in planning & organizing the organization's activities to achieve targets.
- Responsible for the Profit & Loss responsibility for the business.
- In charge of leading, motivating and developing the management team.
- Liaising with officials of government departments and regulatory bodies.
- Managing multi-disciplined teams and resolving any conflicting priorities.
- Developing business plans and preparing comprehensive business reports.
- Improving margins and maintaining a high quality service to clients.
- Reviewing, refining and developing the strategy and direction of the company.
- Building client relationships that result in revenue and profitability growth.
- Responsible for the company's health and safety and legislative adherence.
- Creating and maintaining links with other trade and professional associations.
- Keeping control of business expenditure, ensuring it's within agreed budgets.

**AHRAM SECURITY GROUP, CAIRO, EGYPT** - Sept., 2001 till Jan., 2006

**POST:** Director, Business Development & Export Operations

**PROFILE:** Member of the board of directors at Ahram Security Group. Responsible for running a u\$15M cost center supporting 50 accounts distributed in 30 countries around the world, with a headcount of 25 people offering a professional service to customers through implementation of common policies and programs aimed at achieving sustainable growth and development.

**DUTIES:**

- Supervise efficient working of sales staff and ensure compliance to all export objectives and design sales strategies according to customer requirement and collaborate with country sales manager to prepare budge for projects.
- Coordinate with management and plan participation in all trade shows and ensure all activities according to customer specifications.
- Evaluate all reports submitted by sales staff and recommend appropriate changes if required and maintain all operational records to prepare all project sales and establish profitability in organization and provide training for all sales and services programs.
- Monitor all existing and prospective markets in Africa, Middle East, Gulf area, and Europe, and provide assistance to identify appropriate business opportunities and review all company products and develop and maintain professional relationships with all agents and clients and assist in shipment of warehouse products.
- Prepare effective business plan for all projects to achieve required product volume and profit and organize all market plans to suit all customer requirements and monitor all specific transactions of all customers for all processes.
- Monitor all sales transactions and review all customer response for all orders and payments and resolve all customer issues for processes and manage sales shipments

of all export products and collaborate with suppliers to ensure smooth functioning of processes and forecast all requirements.

- Provide training to all export team and perform assessment of all work and assist to achieve all export objectives and develop and maintain professional relationships with all clients and perform regular communication with all staff and clients
- Administer all existing clients and ensure optimal level of marketing strategies and design required consumer
- Participate in various trade fairs and maintain optimal level of customer satisfaction and assist to identify new markets.
- Manage all banking logistics for export activities and prepare required documents and prepare special labels for brands and ensure adherence to all shipping schedules.

**UNIONAIRE International, Egypt**- July. 1997 till Sept., 2001

**POST:** **Regional Export Manager, Africa & Middle East**

**PROFILE:** Egypt Headquarters, In charge of export operations for this leading air-conditioning manufacturer in Africa & Middle East regions on a full P&L basis, with direct reporting responsibilities to the vice President of UNIONAIRE International. Responsible also for the creation of first business plan, Structure relevant strategies for different markets & represented the company to select authorized dealers.

**DUTIES:**

- Develop and maintain consistent and excellent service to customers.
- Establish and monitor procedures and service standards for export sales, and clearance standards and conduct trainings and seminars for staff and clients in shipping and export administration.
- Classified of key accounts into major categories according to different criteria.
- Develop written procedures for handling each account.
- Manage corrective actions as a result of audit findings to ensure resolution and export compliance.
- Communicate with export related authorities.
- Manage to achieve the most efficient marketing mix elements including product, price, promotion, and distribution as well as customer retention.
- Track and manage sales margins by account, and territory on a daily basis.
- Maximize profitable sales of all managed areas and executing marketing campaigns within agreed budgets in order to achieve sales and revenue targets.
- Approached new customers, urging current customers to achieve targets, producing new stock reports and preparing purchase orders as well as follow up on invoice payments in coordination with accounts dept.
- Represent the company in many trade fairs and exhibitions worldwide.

**AUTOTEK Valves S.A.E, India** - 1995-1997

**POST:** **Marketing & Export Specialist**

**DUTIES:**

- Egypt based head quarter; AUTOTEK was a major Indian manufacturer of Auto engine valves for all car types.
- Assisted and reported to general sales and marketing manager
- Supervised the conduct of market surveys and researches to identify the company's market share as well as planning all sales and promotional activities.

- Responsible for the flow of operations control, and follow up of customers' accounts.
- Managed to coordinate activities between the factory and commercial division including all operational activities
- Agent for customer Support Service.

#### PREVIOUS POSTS HELD:

- Area Manager, MATANA GROUP, (KSA), ABHA Branch, Manufacturers of house –hold Cleaners and detergents. (1993-1995)
- Account Executive, DELTA MARITIME Co., Egypt (Domestic Shipping Line) (1991-1993)

#### KEY SKILLS AND COMPETENCES:

- ✓ Strong leadership skills in board governance, new business development.
- ✓ Entrepreneurial with commercial acumen and excellent management skills.
- ✓ A motivated team player who is results driven.
- ✓ Results-oriented with a positive outlook and a clear focus on high quality and business profit.

#### AREAS OF EXPERTISE:

Management General, Strategic Management, Marketing, Export Sales & International Business, Leadership, Client Retention.

#### EDUCATION:

- ✓ **Doctorate of Business Administration (DBA) 2015**, Maastricht School of Management (MSM) at The University of Maastricht, Netherlands.
- ✓ **Master of Philosophy (M.Phil) 2012**, Maastricht School of Management (MSM) at the University of Maastricht, Netherlands. Major: Business Administration and Management, General.
- ✓ **Executive Master of Business Administration (EMBA) 2009**, University of Alexandria, Alexandria, Egypt in a collaboration program with George Washington University, U.S. Major: Strategic Management.
- ✓ **Bachelor of Commerce (1989)**, University of Ain Shams, Cairo, Egypt, Major: Accounting.

#### LANGUAGE:

- English ( excellent )
- French (Understanding level)
- Turkish (Understanding level)

#### TRAINING COURSES:

- Financial Analysis: Accountants Training Center Diploma, Feb, 1997
- Negotiation Skills : Arab Project Management Consultants (APROMAC), Sept, 1999
- Effective Selling Skills: Industrial Modernization Center, Aug, 2002
- Marketing Communication Diploma: IAA, US, Jan, 2009
- Creating the innovation Mindset for Business Leaders: AUC, May, 2010
- **Professional Certified Trainer Diploma (PCT): AUC, June, 2013**

**DIRECTORSHIPS:**

- Member of the Egyptian Junior Business Association (EJB).
- Member of the Turkish-Egyptian Businessmen Association (TUMIAD).
- Member of The International Advertising Association (I.A.A), U.S

**REFERENCES:**

Available on request