

Mohanad Mahmoud Shawky

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Career Summary:

Dynamic and results-oriented Sales and Maintenance Expert with almost two decades of extensive experience in the generator field. Adept at driving revenue growth, building strategic partnerships, and leading high-performance sales teams. Proven ability to manage end-to-end sales operations, including contract negotiations, client relations, and market expansion. Successfully closed record-breaking deals, introduced new product lines, and expanded market share through innovative sales strategies. With a deep understanding of generator technology and market dynamics, dedicated to delivering exceptional client solutions and achieving sustainable business growth in the power generation sector. Highly experienced in optimizing sales processes to improve efficiency and team performance. Additionally, proficient in overseeing generator maintenance operations, ensuring consistent performance, reliability, and client satisfaction. Eager to continue leveraging my leadership and technical expertise to guide the company toward sustained success and market dominance.

Core Competencies:

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| • Strategic Partnerships | • Power Generation Solutions | • High-Performance Sales Teams |
| • Sales Leadership | • Generator Technology | • Generator Maintenance |
| • Revenue Growth | • Sales Operations | • Sales Process Improvement |
| • Contract Negotiation | • Team Performance Optimization | • Technical Specifications |
| • Client Relationship Management | • Business Development | • Tender Management |
| • Market Expansion | • Market Analysis | • Key Account Management |

Working Experience:

Sales and Maintenance Manager (M&P) POWER SOLUTIONS

Sep 2016 till Present

Notable Achievements:

- Successfully established a strategic partnership with a leading Turkish company to import generators, positioning the company for exclusive distributor rights in Egypt. Negotiated the contract terms independently, bringing the company to the verge of becoming the sole distributor in the region, which would significantly enhance market presence.

Value added:

- Organize and manage sales representatives' schedules to ensure that client follow-ups and meetings are handled promptly and efficiently. This ensures optimal coverage across all assigned territories, maximizing client interaction and relationship building.
- Conduct in-depth research to identify potential leads using business directories, online platforms, and other digital resources, contributing to expanding the company's client base and ensuring a steady stream of new business opportunities.
- Lead the recruitment, onboarding, and training process for new sales representatives, providing them with the necessary tools, guidance, and resources to ensure their success within the team and alignment with company goals.
- Oversee the tracking and reporting of all incoming sales leads, ensuring each is properly documented, followed up on, and that potential opportunities are maximized through organized reporting and lead nurturing.
- Monitor and evaluate weekly, monthly, and quarterly performance metrics to ensure the sales team meets or exceeds targets, identify areas for improvement, and work with the team to implement strategies that drive performance growth.

- Serve as a point of contact for client inquiries, professionally addressing questions and concerns, assisting the sales team in contract negotiations, and providing strategic support to close deals effectively and efficiently.
- Collaborate closely with the management team to refine and improve marketing materials and campaigns, enhancing the company's visibility in key markets and ensuring alignment with overall sales strategies to increase market share.
- Attend relevant trade shows, industry conferences, and networking events to establish new connections, strengthen relationships with existing clients, and stay informed about industry trends and competitive developments, identifying opportunities for business growth.

Sales Supervisor

Mar 2012 – Aug 2016

Sakr Power Generation Company

Notable Achievements:

- Successfully closed the largest deal in the company's history, valued at dollars and with an over-price list, by outperforming industry giants like Caterpillar and Cummins. Managed the entire process independently, from initial negotiations to final delivery, securing a contract to supply four generators to Dream Company and establishing a new benchmark for the company's sales performance.

Value added:

- Lead and manage a sales team to achieve monthly and quarterly targets, ensuring each team member is focused on meeting their individual goals.
- Build and maintain strong relationships with clients, providing personalized support and addressing any inquiries related to power generation equipment.
- Collaborate with the technical team to ensure all client specifications are met and proposed solutions align with their operational needs.
- Oversee the preparation of sales proposals, including detailed technical specifications and pricing, ensuring accuracy and client satisfaction.
- Conduct market research to identify new business opportunities, track industry trends, and stay informed about competitor activities.
- Provide regular sales reports and updates to senior management, highlighting key achievements, challenges, and potential areas for growth.

Senior Sales Engineer

Aug 2007 – Dec 2012

Manufacturing Commercial Vehicles-(MCV) Mercedes Benz Commercial

Notable Achievements:

- Led and managed sales for generators across Alexandria and Delta branches, consistently surpassing revenue targets and strengthening the company's market presence through strategic sales initiatives.
- Spearheaded the introduction of a new forklift product line, achieving the first successful deal at the company level, setting a benchmark for future sales and expanding the company's portfolio in heavy machinery.

Value added:

- Regularly visit clients within the assigned region, ensuring strong client relationships and seeking opportunities to expand the customer base.
- Provide personalized advice to clients on appropriate forklifts and handling equipment, considering their specific storage requirements.
- Collaborate with the Technical Office to develop tailored presentations and technical specifications, delivering comprehensive support to clients regarding product details.
- Work closely with the Technical and Financial Offices on government tenders, ensuring all necessary documentation and support are provided to meet tender requirements.
- Conduct thorough market research to gather information about competitors, including their market share, pricing strategies, and product features, helping to guide decision-making.
- Plan and execute weekly visits to clients, documenting feedback and insights in regular reports to enhance client satisfaction and improve service strategies.

Sales Engineer
Vega One Company
Arabian Biomedical Engineering

Jan – June 2007
Sep – Dec 2006

Education

Bachelor's Degree in Engineering - Department of Electronics & Communications
Arab Academy for Science, Technology and Maritime Transport | 2006

Certificates

- **Management & Business Administration - Mini MBA | AUC Egypt**
- **Management & Business Administration | Ain Shams University**
- **Marketing Advanced | Infotech**

Languages

- **Arabic: Native**
- **English: Fluent**