

# Adrouche Mohamed El Hacen

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## WORK EXPERIENCE

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### SPA Condor electronics

Aug. 2023 – Mai.2025

Marketing Product Manager – Household Appliances (**Cristor-Condor-Hisense-Nardi-Candy-Rosière**)

- Marketing and product management skills of home appliances, such as built-in products, cookers, and small home appliances.
- Conducted market research to identify trends and predict customer needs in the home appliance segment.
- Coordinated with the technical and design to launch innovative and competitive products in the market.
- Directed go-to-market (GTM) strategy to maximize sales impact in retail and B2B channels.
- Supervised the call center after-sales team, ensuring proper reporting and feedback flow for product improvements.
- Visited foreign fairs and exhibitions to identify new technologies and materials to enhance product innovation.(Canton Fair China-Ifa Berlin Germany).

### Sarl techno Stationary

Nov. 2022 – Aug.2023

B2B sales representative

- Office supplies, school, IT, technical, and fine arts B2B sales.
- Generated and cultivated new business customers to expand the market presence of the company.
- Preserved and built a portfolio of professional clients by hearing what they need and tailoring solutions to their requirements.
- Directed regular follow-up with clients, cross-sold new goods/services, and serviced and built key accounts.
- Provided field strategic insights in terms of market trends, customer needs, and competition to shape commercial planning.

### Revenue Growth References:

- SPA Condor Multimedia: Signing of a major contract for the supply of office and IT equipment to SPA Condor Multimedia and Condor Academy.
- SPA BORDJ STEEL: Development of a strategic partnership with BORDJ STEEL for recurring purchases.
- SONALGAZ (public company): Establishment of a strategic partnership for the open purchase of office and IT equipment.

### Sarl System Professional

Oct.2021– Nov.2022

Sales Engineer

- Specialized in electrical installation services (high current), CCTV surveillance, telephone systems, alarm systems, and fire detection systems.
- Consulted customers to identify their requirements and provided bespoke technical solutions in electrical and security systems.
- Provided the sales force with product knowledge and field demonstrations.
- Negotiated and agreed on contracts, prices, and delivery terms with customers in consideration of competitive and profitable proposals.
- Provided post-sales technical support and followed up on project implementation to ensure customer satisfaction.

**Projects completed:** Hotel LYNATEL OUREGLA: - MARRIOT CONSTANTINE Hotel - Hotel BELLE VU SKIKDA

## Sarl System Professional

Dec.2020– Oct.2021

### High/Low Current Engineer

- Installed and maintained high current (power distribution, electrical panels) and low current (CCTV, access control, fire alarms, phone and data networks) systems.
- Determined and installed electrical circuits based on technical specifications
- Tested, debugged and made sure safety and functioning of the systems.
- Delivered turnkey electrical and security solutions in collaboration with project teams.

## EDUCATION

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### University MOHAMMED Khider-Biskra

- *Master's in photovoltaic renewable energy* **2020**
- Bachelor's degree in Renewable Energy Electrical Engineering **2018**

## TRAININGS

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- ✓ **Mar 2021:** Training in general building electricity.
- ✓ **Sep 2021:** Smart home training le Grand
- ✓ **Oct 2021:** Training cctv surveillance camera
- ✓ **Sep 2023:** Training B2B prospecting 360 degree
- ✓ **Oct 2023:** internal and external communication training
- ✓ **Sep 2024:** iso 45001 v 2015 training

## SKILLS & INTERESTS

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- **Soft Skills:**
  - Communication
  - Leadership
  - Teamwork
  - Time management
  - Organization
  - Problem-solving
  - Adaptability
  - Active listening
  - Creativity
  - Product Management
- **Technical Skills:**
  - Circuit design and analysis
  - Electrical schematics and blueprint reading
  - Electrical safety and standards compliance
  - Cable pulling and connection (coaxial, RJ45)
  - Installation of IP and analog surveillance cameras
  - Configuration of DVR and NVR systems
  - Setup and programming of surveillance systems (IP addresses, remote access, etc.)
  - Mounting and securing cameras on walls, ceilings, or poles
- **Software Skills**
  - Microsoft office-PowerBi-Click up-SAP-Cegid-Intelix-AutoCAD-Homer-Pvsystem-Xlpro3-CCTV software.

**Freelance:** Public-Facing Representative Represented major car brands. These included Fiat and Geely. Engaged with visitors. Highlighted models. Explained product features.

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**LANGUAGES**    -Arabic C2                      -French B2                      -English B2

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