

## Sameh M. EL Berry.

Name: Sameh Mohammed Sami EL Berry.  
Address: (39-B) Hussein Ben Ali St., Heliopolis.  
Cairo, Egypt.

E-mail: [el\\_berry@hotmail.com](mailto:el_berry@hotmail.com)

Telephone: EGY Mobile Number: + 2010 63 111 328 – **W/A.**  
KSA | Mobile Number: + 966 50 9877 123 – **Active.**  
Egypt Home: + 202 2777 2934.



### Please Note That: -

- ❖ Contact Method – by E-mail.
- ❖ I'm Currently in Cairo City – Egypt.

### **Personal Information:**

Nationality: Egyptian.  
Date of Birth: 26<sup>th</sup> Oct. 1970.  
Gender: Male.  
Marital Status: Married.  
Number of Dependents: (6).  
Languages: English, Arabic and Urdu {Beginner}.  
Countries Visited: More Than 33 Countries Around The World.  
Hobbies: Reading, Internet, Sport & Music.

A Highly Qualified Management Professional with an Extensive Track Record of 20 Years of International Management Experience in Multiple Industries.

## Professional Worker Experience for Electric Products:

January 2009 – June 2025:



### **Marketing Manager | Market Intelligence. MENA Region.**

Bahra Eclectic | KSA.

#### **Electric Equipment's: -**

- Cast Resin Transformers.
- Oil Transformers.
- Busways Solution System.
- Power Cables LV, MV & HV.
- Earthing System.
- uPVC.
- Cables Management System.
- MV Joints.
- Others.

Saudi Binladen Group | CPC.

June 2002 – Oct.2008.



### **Sales & Marketing Account Manager.**

National Cable Industry | UAE.

Multinational Power Cable Manufacture.

Member of AL Riyadh Cables Group | KSA.

Nov.1999 – June.2002



### **Assistant Sales & Marketing Manager.**

ABB Transformer Egypt S.A.E

Manufacture of Oil Immersed.

Member of EL Sewedy Group | Egypt.

Nov.1997 – Nov.1999



### **Senior Sales Engineer.**

Multinational Power Cable Manufacturer.

BICC EGYPT.

Member of Ducab Cables Group | UAE.

June 1993 – Oct. 1997



### **Assistant Sales & Marketing Manager.**

Multinational OHTL & Power Cable

Manufacturer.

Arab Cable Company - EL Sewedy.

Member of EL Sewedy Group | Egypt.

## Professional Experience:

- Introduced Products That Increased Income and Widened Markets.
- Set Market Position: Use Knowledge to Spot and Articulate the Market Segments to Pursue Based on Global Direction and Local Priorities
- Develop and Expand the Company's Customer Base Internationally and Particularly in the MENA.
- Strategic Plan on Guiding an Organization Toward Long-Term Success by Developing a Clear vision Driving The Business and Brands Strategies That Drive Engagement & ROI.
- Develop and Discuss with the Chairmen, CEO, Export Marketing, Sales and Advertising Strategy-Expanded Marketing & Countries Between 2009 & 2024.
- Improvements to Enhance the Work Performance Throughout High-Quality Performance and without any Physical Injury / Accidents or Financial Loss.
- Identifying Potential Customers, Consolidated Existing Clients and Ensured Higher Sales and Superior Customer Service Standards.
- Analyzed Competitor's Products and Services, Capitalized on Evolving Market Trends and Consumer Demands, as well as Networked Extensively Among Target Clientele to Enhance Sales.
- Keeping Tabs on Competition and Devising Strategies to Counter the Same. Taking Part in Exhibitions and Sales Promotions to Create Consumer Awareness. Participating Successfully in International Tenders after Clearing the Pre-Qualification Stage.
- Prepare & Create the Company's Presentations and Pre-Qualification & Tec. Submittals Files for Registering at Government Departments to Keep it in Good Image.
- Identified Target Customer Segments, Drove Product Positioning Functions and Formulated Market Penetration Plans. Kept Close Tabs on Market Dynamics and Competitor Activities and Devised Effective Marketing Strategies to Counter the Same.
- Recruiting Competent Personnel, Training and Conducting Performance Reviews to Maintain a Motivated Team.
- Liaised with The Principal Clients and Vendors on Contractual Negotiations That Affect the Company's Financial or Non-Financial Obligations.
- Kept Updated with Technology and The Progress of Specific Market Sectors and Used The Same to Respond to the Distinctive and Special Needs of The Organization.
- Carrying out Responsibilities with Efficiency and Motivation.
- Review Retail Audit Data and Prepare Action Plans to Reverse Trends.
- Further Development of Regional Customer and Management / Setting Objectives of Local Distributors / Drafting Strategy Plan.
- Create a Network for Marketing of the Company's Products and Services.
- Settles Processes Allowing Complex and Punctual Problem Solving.
- Capability Study for Government & Consultants and Utilities.
- Negotiation Skills with VIP Customers and Capability to Meet and Deal with Governmental Institutions.
- Design and Execute Impactful Market Research Studies - Formulate Conclusions and Actionable Recommendations for the Business.
- Analyze and Prioritize Market Needs, Industry Trends, and Customer Requests, Identify Quickly Patterns Among Problems and Issues and Link Them to Business Strategies.
- Support the Development of the Long-Range Strategic Plan for the Respective Region Reflecting the Knowledge of the Market and Players relevant to each Product Outline.

## Educational Qualifications:

Dec. 2015:	<b>FINANCE for Non-FINANCIAL MANAGERS.</b> Integrated for Training.
June 2000:	<b>POST GRADUATE DIPLOMA IN MARKETING.</b> Ain Shams University.
June 1998:	<b>POST GRADUATE DIPLOMA IN PLANNING.</b> <b>Thesis Title:</b> Strategic Planning for Marketing of Industrial Products. Institute of National Planning - Ministry of Planning.
June.1993:	<b>BACHELOR OF LAW.</b> Cairo University.

## Expert Skills in:

Strategic Planning | Business Growth Initiatives | Marketing & Sales Management | Business Needs Assessment | Policy Framework | Competitor Evaluation | Business Relationship Management | Account Management | Sales Promotions | Customer Service Standards | Negotiation Skills | Market analysis | Pre-Qualification | Consultants Approvals | Technical Seminars | New Retail Model | Products Developments | Training & Development | International Business Development | Resource Optimization | Revenue Generation | Operations Management | ISO 9000 Quality Assurance | International, Motivational and Analytical Skills | CRM Tool.

## Pricing and Commercial Support & Tech.

- Develop The Pricing Strategies that are Aligned to The Business Metrics.
- Manage All Local Customer Price Lists with full Adherence to Commercial Policy.
- Monitor the Success of the New Price Implementation by Tracking the Actual Realized Price, Identifying the Price Leakage, Conducting a Post-Mortem Meeting with Sales Leaders to Celebrate Wins, Successes and Learn from Failures, and Challenges from the Price Changes.
- Coordinate all Promotional Pricing Requests in Adherence to Company Group Guideline.
- Track Competitor Pricing Movements and Make a Price Proposal to Ensure a Competitive Product Position.

Attend Training: -  
Tech. Seminar with M/s. DEWA-DXB.



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|--|---------------------|
| 1- HV & EHV Power Cables System.   | <b>March' 2006.</b> |
| 2- Enhanced Powerline Safety by Using Leading Edge Cable and Pipe Entry & Sealing Systems into Building. | <b>March' 2006.</b> |
| 3- Introduction of Dry-Type Cast-Resin Transformer.  | <b>March' 2007.</b> |
| 4- Five Levels Projects – How to Sell Quality.   | <b>March' 2007.</b> |
| 5- How to Do Business with DEWA.   | <b>March' 2008.</b> |