

# Tamer Refaat Sakr

**MBA**

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• **Nationality:** Egyptian • **Marital Status:** Married • **Military Status:** Exempted

• Link: [www.tamersakr.com](http://www.tamersakr.com) - <http://cv.tamersakr.com>



## Brief

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My skills and my managerial knowledge have increased after having my MBA, I have made a combination between my talent, business management and my experience.

This have improved my business skills in long term / short term planning, Project management, budget management, business development, disaster recovery, team leading, tender management and negotiation, in order to reach the goals of the company or chain.

## Over all Experience

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Business development, Business Plan, strategic plan, Marketing plan, Marketing campaign, Presales analysis and plans, e-business, Budget plan, Digital marketing, Project management, Crises management, Pricing, Sales enhancement, Graphic design, Digital and Offset printing, Web design, SEO, Systems admins, Hotel's systems, ITIL.

## Skills

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- Strong strategic thinking and analytical skills
- Business Plan
- Business Analysis
- Mastering planning, monitoring and achieving Targets smoothly and with best efficiency
- Strong Managerial Skills and Team work spirit
- Experience in marketing fundamentals
- Problem solving skills
- Customer oriented
- Agility in a highly flexible & challenging environment including short lead times and constant change of direction
- Ability to simplify complex issues and presents them in layman's language
- Strong financial & budgeting control
- Strong negotiations skills
- Excellent presentation skills
- Excellent communication & interpersonal skills
- Demonstrated ability to achieve set results
- Ability to work within a multicultural environment
- High Ability to work under stress / pressure

## Systems and Applications experience

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- Microsoft systems and applications
- CRM
- Graphic and Web designing applications
- E-commerce
- Hotel and IT Systems



## Objective

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I am seeking Business Development managerial level post in a well established Company or Chain, where I can add to its business development by my experienced skills, and gain new experience from its different aspects of running business.

I am innovative, creative, team player, leader, and punctual. I am self-motivated, can work under pressure and in different working environment, able to work according to strict deadlines and achieve the goals. I have the ability to relocate and travel abroad according to the business' needs. I am also, eager to learn new methodologies and technologies to reach the company's objectives efficiently and effectively.

I have a potential strategic thinking, which enables me to design a strategic plan for better goal achievements and budget utilization.

## Experience

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### **Trade Business Development Manager at El Zayat Tourism, Hospitality & Trade consultancy. March 2014 - Present**

About El-Zayat Company: El Zayat is a strategic and operational service provider offering world class Professional Tourism, Hospitality and Trade support to international Tourism and Trade Authorities, The Company services cover a wide spectrum that ranges from initial research to complete detailed study and from initial strategic planning to full representation services and asset management.

El Zayat covers the Middle East through its network of offices in Alexandria, Dubai, Jeddah and Riyadh.

Main Client: DUBAI EXPORTS DEVELOPMENT CORPORATION – Dubai Government since 2009.

El Zayat Company represents DUBAI EXPORTS DEVELOPMENT CORPORATION in Egypt and Saudi Arabia through providing strategic and business planning; events managements, markets reports and promotion plan implementation.

#### Job Roles

- Develop strategies and build up action plan based on company and client objectives
- Follow the KPIs.
- Matchmaking events.
- Markets Intelligent.
- Maintain continual and systematic contact with the client.

### **Business Development Manager (KSA & Egypt Representation Office) at Dubai Exports, Dubai Government. March 2014 - Present**

Dubai Exports Corporation is an agency of the Department of Economic Development – Dubai Government, offering pioneering export services world wide, one of these services the representation offices such as the KSA and Egypt offices.

#### Job Roles

- Conduct activities in both Saudi Arabia and Egypt according to action plan.
- Launch and promote company and client services.
- Matchmaking between importers and exporters with market identified needs.
- Incorporate new ideas for business growth especially on priority segments.
- Establish and maintain reliable company and contact database.
- Maintain continual and systematic contact with all customers / importers in both markets.
- Ensure a high level of communication and presence with private and public organization.
- Plan and assist in coordinating related events.
- Prepare market intelligent reports as required.
- Manage short-term projects as required.



## Business Development Consultancy - O4Business – Alexandria, Egypt October 2011 – March 2014

O4business – is a business service company working in business development | graphic design and printing | marketing and e-marketing consultancy.

Most of O4business customers are five stars hotels in Alexandria, as we are familiar with hotels' industry, we provide business services such as: Graphic Designing, Printing (Offset, Digital and large format), Event advertising and marketing, Papers and Stationary Supplies.

Using my talent and experience in Graphic Designing, Printing (Digital + Offset), Sales and Projects Budgeting, I engaged in tenders to implement and manage advertising campaign for the benefits of others, starting from budget planning, budget implementation, Designing and printing.

Provide consultancy and services in marketing, e-marketing and e-commerce for customers and individuals inside and outside Egypt

*Due to globalization, e-business will be the first business industry growing for the incoming years, and most profitable companies those who will turn to e-business solution.*

### Job Roles

- Preparing sales and marketing appointments with companies and customers.
- Preparing sales and marketing plans and alternative plans.
- Sales meeting with customers presenting offers and quotations.
- Understanding company's needs.
- Negotiation with customers improving quality of business.
- Increasing sales and income by:
  - Upsells and cross sells methodology.
  - Promotions and offer advertising.
- Calculate the consumption, income and the opportunity cost.
- Chose the best business solution within the company's budget.
- Produce the project plans within budget using the Modern project management methodologies and theories.
- Procedure the project plans within budget.
- Customer Satisfaction and Delight
- Analyzing the company environment and products.
  - Up-Sales and cross Sales methodology.
  - Taxes calculation.
  - Promotions and offer advertising.
  - Categorizing company's products.
  - Breakeven for each product and section.
- Provide Solutions for:
  - e-Marketing
  - Digital marketing
    - Pull Digital Marketing.
    - Push Digital Marketing.
    - Multi-Channel Communications.
    - SEO.
    - SEM.
    - Facebook Promoting Programs.
    - Google Ad Words Campaigns.
    - Online advertising campaigns.
  - e-Commerce plan .
  - Graphic Design and Printing (Offset Printing, Digital Printing, Large format.)
  - Website Design.
  - Hosting and domains services.

Major e-Business Consultancy customer - Mkenz Texas USA

## **IT Manager - Sheraton Montazah, Alexandria, Egypt.**

**September 2009 – July 2011**

### Job Roles:

- Supports the planning and implementation of all hotel systems.
- Ensures that all systems running within the hotel are maintained to a level that delivers the most efficient service for our customers and that they are in compliance with Starwood Hotels & Resorts standards of operation.
- Managing the department and planning its budget and IT Projects.
- Provide support to the users of Information Systems through direct interaction and through the identification and co-ordination of our ongoing training needs.
  - Managing the hotel's systems: Example: Opera PMS, Micros POS, iScala (back office system) ... etc
  - Managing the hotel's backup system.
  - Achieving Starwood Hotel Systems Securities.
  - Achieving Starwood Hotel IT Policies.
  - Improved SOX documentations
  - Technical support (systems troubleshooting)
  - Planning, Managing and implementing the IT department budget.
    - I have Prepared a forecast for the needs of the department, such as new machines "PCs " for new users, replace old machines, systems upgrading as per Starwood IT policy schedule, contract renewing with vendors and supports, renewing license and buy new license... etc.

I shared the responsibility of planning and implementing the IT department projects:

- Migration for Servers Racks and Electric Structures.
- Upgrading cables, switches and network hardware.
- Migration the backup system.
- Migration the purchasing and inventory system.
- Upgrading the back office system.
- Servers' hardware upgrade.
- Opera PMS Upgrading.

## **IT Deputy Manager – Sheraton Montazah**

**September 2006 – September 2009**

I have assisted the IT Manager in his responsibilities (as detailed above), and have worked on his behalf in the tasks he delegated to me.

I have represented the IT Department in the Starwood's IT Conference in Brussels Belgium, November '07, discussing the new hotel's policies, new systems, upgrading existing systems, Starwood's future, leader ship sessions and how IT department is involved more in the hotel's operations

I have participated in setting the overall hotel's annual budget planning and implementing for sales, revenues, finance and reservations for the year 2009

## **IT Administrator, Tadawol Shipping Company,**

**February 2004 – July 2006**

- Responsible in install, maintain, and upgrade User PC's, servers.
- Renovate the data cable.
- Managing and upgrading Active Directory.
- Systems Security.
- Maintain and upgrade applications and system.
  - Outlook
  - Shipping Systems and application.

## **Marketing and Senior Project Manager – Scope Co.**

**January 2002 – January 2004**

Scope Co. for Import, Export and Marketing Company in Alexandria – Egypt. specialized in organizing exhibitions, graphic designing, printing and advertising, web designing, exporting and importing goods.

I have been responsible for managing Customer's accounts including different projects (marketing, advertising, printing ...etc) to assure the customer satisfaction, as well as the marketing plans and marketing implementation for customers and for the company, as well.



## Education

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**MBA – General Major – AAGSB - Alexandria** **February 2012**

MBA – General Major with an Excellent grade (GPA = 3.53) from the Arab Academy for Science and Technology and Maritime Transport (AASTMT) – Graduate School of Business (AAGSB) in Alexandria

**BBA – MIS Major – AASTMT - Alexandria** **September 2001**

Bachelor degree in Business Administration, Major: Management Information Systems (MIS) from AASTMT Alexandria.

## Language

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English – Fluent spoken and written

French – Good spoken

Arabic - Native

- All References available upon request