



AHMED BAHAEJDIN AMIN

Customer Experience | Business Transformation | Marketing Analytics | Financial Planning and analysis

I contribute to the success, excellence and growth of my organization; offering my 20 years versed and professional expertise in Customer Experience (CX), Marketing Analytics, Data Analysis, Quality Assurance & Control, and Business Process Re-engineering, business balance scorecard, and strategic planning

Proven records on supporting company growth and expansion strategies, sales forecast, and improving business profitability by smart and effective reporting on customer profitability, and directly managing customer financial records

I am well known as customer centric professional, effective communicator, problem solver, with strong facilitation and coordination competence.

PROFESSIONAL EXPERIENCE

BUSINESS PERFORMANCE MANAGER

Mohamed Ikhwan Group (MIG) | Jan 2022 – Present

To manage the development of a strong understanding across all the PMO activities and to run business analysis in order to improve and drive business performance throughout MIG group through focusing on:

- Budgeting & Forecasting
- Business Strategy Articulation & Planning
- Consultative Solutioning & Advisory
- External Environment Management
- Development of Management Information & Reporting Systems
- Strategic Research & Planning
- Business Balance scorecard and dashboards
- New Business models.

I am project leader of Odoo ERP system , This ERP system selected align with the Transformation project to enhancement the workflow and business processes to all MIG group now we are in the implementation phase after we completed the analysis gap phase

MARKET ANALYTIC MANAGER

DAL Engineering Division- (DED) | October 2020 – Dec-2021

To contribute to DED reaching its LTG's and STO's - focusing on both financial and customer driven strategies. To analyze and report on Marketing KPI's, the Marketing budget, SBU sales vs. target tracking, customer spend, customer habits and trends, as well as customer segmentation.

- Marketing Budget and Marketing Expenditure.
- Departmental Strategy Review and Analysis
- Marketing KPIs
- Costing Management
- Marketing Reports (Dashboards)

Achievements:-

Unify one Marketing KPI's for all DAL Engineering business units and this unification assist the top management to see the results from marketing activities to identify the impact on business performance from marketing point of view

CONTACT

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EDUCATION

Masters / Business Administration (MBA)
Sudan Academy of Science
2005 - 2007

Bachelor / B.Sc in Accounting
Omdurman Ahlia University
1994 - 2000

ACHIEVEMENT



Certified Financial Consultant

The Institute of Financial Consultants (IFC) – USA

Score 86% | Feb 2021



Customer Experience Specialist (CXS)

Online Certification (CX University- USA)

Score 92% | Dec 2020

PROFESSIONAL EXPERIENCE (CONTINUED)

CUSTOMER EXPERIENCE MANAGER

DAL Engineering Division | June 2019 – September 2020

To manage Customer Experience in order to derive deep customer insights for the development of fit-for purpose customer-centric marketing strategies and solutions in support of the Marketing vision and mission and overall achievement of business strategic objectives

- Strategic Direction
- Customer Life-Cycle
- Customer Experience
- CX measurements
- Marketing Intelligence
- Voice of the customers
- Design Experience

Achievement:-

Develop Customer experience strategy align with business strategy and I was accountable during the execution of the strategy about use the best technique to embed the culture of customer centric approach in all DAL Engineering through applied the outside -in methodology

CRM SUPERVISOR

DAL Motors June | 2014 – May 2019

Working with management to ensure that customer needs are represented throughout the value delivery process in alignment with Dealer & Company strategy.

To develop and supervise, customer relationship management and reporting to ensure customer satisfaction and hence business growth.

- Analyze CRM process to identify process gaps and recommend business solutions.
- Build and implement standard reporting system to be used by management for evaluating program(s) performance which include:
- Service, parts, aftermarket and Sales Customer Satisfaction
- Reflect Customer Complaints and identify the area of weaknesses

Achievement:-

I was the pilot to embed the culture of CRM in DAL Motors from scratch and I succeeded to lead this function with great effort from my team I put great plan and I follow-up the steps of achievement and we received amazing feedback from our customers about our approach when we deal with them and the CSI increased from 55% to 80%

CRM SUPERVISOR

COLDAIR Engineering | May 2010 – May 2014

Working closely with all departments to ensure the CRM work effectively for all aspects of the company

- Provide Executive Report to top Management to assist in decision making.
- Provide the balance scorecard report which include the performance of the sales & marketing department.
- Provide CRM reports include the customer matrix:
- Customer retention
- Customer profitability
- Customer Loyalty
- Marketing Analysis

Achievement:-

Planning and delivering CRM strategies across the company to encouraging customer retention and customer loyalty and identify Customer Journey Mapping and analyzing touch points all these milestones lead to maximizing the commercial opportunities to COLDAIR ENG. Company

SKILLS

Microsoft Office

Customer Experience Metrics

Financial Analysis

Project management

Problem Solving

Power BI Visualization

Business Analysis

EXPERTISE

CX Strategy

Marketing strategy

Business performance

Financial Analysis

Business Transformation

using Power BI

SALES ACCOUNTANT (Finished Good & Spare Parts)
COLDAIR Engineering May / 2002 – April 2010

Work with Sales department to provide excellent service to exceed customer expectation and work with all department to increase customer satisfaction

- Assist to achieve target by follow-up Sales Reps activities
- Follow-up agents' complaints and escalated the difficult issues to top Management
- Tracking Sales Vs. Budget and advise management to revised the sales plan if needed Tracking agents' promotions

REFERENCES

Available upon request