

Mohammed Ali Ahmed

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+15 years business professional with wide experience at management, leadership, developing teams and driving organizational growth. A successful track record in delivering significant improvements to the sales, diversification of business, and development of potentially viable business and corporate strategies, branding, development and implementation of strategies for growth. a creative and innovative leader

EDUCATION

BSC degree in Faculty of Engineering And Architecture. University of Khartoum (November 2004)

MBA – Financial Management Garden City University



(March 2022)

AREA OF EXPERTISE

Strategic planning – Sales direction – CRM – ERP – Hiring and recruiting – Coaching and Leadership – Business development – Balanced scorecard – Financial Management – Forecasting – PMO – Strategy implementation – Business planning

PROFESSIONAL EXPERIENCE

ANPM CONSULTANCY (KHARTOUM, SUDAN) Business development director/consultant August 2021 - Present



- Developed strategic insights across the firm, including revenue, marketing and operations departments.
- Identified and develop business opportunities, and expand the firm's presence and its growth.
- Developed and help firm clients to identify business weaknesses and challenges and determine relevant solutions

Selected Project

 Design of 1.2MW top-roof solar plant in a warehouse Contains of the technical and commercial studies. Including solar design, Civil work design, electrical distribution and wiring design, feasibility study, and O&M plan.

CITYLIFT COMPANY LTD (KHARTOUM, SUDAN) Co-Founder –Managing director October 2019 -



- Lead a cross-functional team (Sales, Marketing, Finance, procurement and operation) to implement the company strategy; successful adoption accelerated revenue growth
- Improve sales efficiency by leading sustainable adoption of a new CRM tool through sales department in 8 months; redesigned key sales support workflows
- Design training and mentoring programs for elevators installation and maintenance engineers and technicians; led training and awareness initiatives that were attended by over 50 employees in 2 years

Selected Project

 Supply, installation and operation of 3 SRH elevators; 11 floors with special cabin design and features Algadarif City.

SICHER ELEVATORS CO. LTD (KHARTOUM, SUDAN) General manager October 2018 - September 2019



- managed a cross-functional team (Sales, Marketing, Finance, procurement and operation) to implement the company strategy; successful adoption accelerated revenue growth
- Improved operational efficiency by decreasing projects average lead time from 7 to 5 months and improve job quality by develop a new installation process which decreases the customers average complains from 10 to almost 0 in the first year
- Designed training and mentoring programs for elevators installation and maintenance engineers and technicians; led training and awareness initiatives that were attended by over 30 employees

Selected Project

Achieve a long-term agreement of Supply, installation and operation of SRH elevators;
 floors with special cabin design and features – 6 projects completed.

GOLDEN TIME MINING (KHARTOUM, SUDAN) Business development Partner October 2017 - September 2019



- Developing strong stockholders relationships and achieve mining privilege contract with Ministry of Mining
- Formulation and implementation an effective board of directors' system along with the strategic plan.

ALNOOSH TECH CO. LTD (KHARTOUM, SUDAN) Managing Partner March 2017 - October 2018



- Guiding a business's strategic direction to maintain positive client relationships.
- Drive new business opportunities and develop and implement organizational goals, procedures, and policies

A.A. BIN HINDI B.S.C (C) (MANAMA, BAHRAIN) Assistant Sales Manager December 2015 - January 2017



- Carry out professional sales and marketing activates: conduct field visits to current and prospected customer by improving the company and brand awareness and get a Appreciation Certificate by the end of Q1 2016.
- Gather market & product information; prepare necessary sales reports and work documents and help the company in ISO 9001 certification renewal 2016.
- Building rapport and trust with customers. Prospecting, negotiating and completing sales for most of consulting and contracting companies in Bahrain.

Selected Project

 Planning and execution of a successful customers orientation event in The Autumn Fair (Manama) Jan 2016

AL WASIT MACHINERY (MUSCAT, OMAN) Sr. Sales engineer September 2014 - October 2015



- Responsible for meeting company sales/rental, budget and profit goals
- Developed advertising and marketing plans.
- Increased customer base through prospecting and building new relationships.
- Motivated and supervised four sales representatives

DIESEL GENERATORS CO. LTD Portsudan Branch sales Manager December 2008 – June 2014

(PORTSUDAN, SUDAN)



- Create the branch in Red sea state by preparing a business plan, action plan and implement them after management approval in 2009.
- Maintains over 200 customers in Portsudan by the end of 2010.
- Achieved 158% from actual target in 2010.
- Develops and implement sales plans of Portsudan city branch for 2010 to 2014

Selected Project

• Power extension deal for state cities power plants by adding 4.25 MW to the plants with FG Wilson generators (1*1000kva + 4*500kva + 5*250 kva).

DIESEL GENERATORS CO. LTD (KHARTOUM, SUDAN) Portsudan Branch sales Manager September 2006 – December 2008.



- Develops and implement sales plans of industrial sector sale in Sudan between 2006 and 2008
- Maintains over 300 customers in Khartoum by the end of 2008.
- Successfully grow the market by 34%.

Selected Project

 EPC contract with Meco poultry farms and factory. the scope contains backup diesel power plants with total power of 6.5 MW

UNIVERSITY OF KHARTOUM (KHARTOUM, SUDAN) Part-time Teaching Assistant October 2005 – January 2006.



 Provides support and assistance to faculty of engineering students to help them better understand the AUTO CAD and Engineering drawing tutorials.

ENERGY RESEARCH INSTITUTE Part time Mechanical Engineer October 2004 – July 2005.

(KHARTOUM, SUDAN)

Provides support and assistance in renewable energy projects.























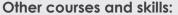












- Strategic management.
- Project management.
- Sales management.
- Entrepreneurship.
- Train of trainer (TOT).
- PV Diesel Hybrid Solutions.
- Leadership skills For business
- · Diploma in Marketing management

