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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  
Mechanical  
Engineering

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 Algardarif 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 ;9 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, SUDAN)**

**Portsudan Branch sales Manager**

**December 2008 – June 2014**



- 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 (KHARTOUM, SUDAN)**

**Part time Mechanical Engineer**

**October 2004 – July 2005.**

- Provides support and assistance in renewable energy projects.



**Products knowledge**



**Other courses and skills:**

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

