

Curriculum Vitae

Objectives-

1. I'm seeking a unique opportunity to join a major organization in which I can invest my long and broad experience in information technology, especially in the field of sales development and sales automation in order to maximizing the market share of the organizations and applying both of oversight and control over the sales force.
2. Management of technology operation.
3. Experience and innovation with sophisticated user service and technology administration skills.
4. High personal integrity, results-driven, logical and methodical approach to achieving tasks and objectives. Confident and persuasive team builder.
5. Build a power and effective IT Infrastructure to lead the full Organization from stage to another.
6. To put My Organization in high level, using the technology which is becoming available and reachable in the market like Business Intelligence Applications and decision support system.
7. To proof that the IT department is a profit center not a cost center through the technology by giving the accurate reports to decision makers in the right time.



Related Solutions :-

- ◆ Van Sales System, Route Accounting.
- ◆ Customer's Information & Classification .
- ◆ Route Optimization.
- ◆ Customer Relationship Management.
- ◆ Body Tracking System.
- ◆ Automatic Vehicles Locator.
- ◆ Fleet Management Solution.
- ◆ Warehouse Management System.
- ◆ Inventory Merchandizing System.
- ◆ Closed-Circuit Television
- ◆ Electronic Shelf Labeling System.
- ◆ Body Tracking Solution
- ◆ Enterprise Resource Plans Solutions



Professional Education.

Training Courses	From	To	Company	Location
- MS Dos For Pc	Nov 1990	Dec 1990	Agro Technology Co.	Cairo, Egypt.
- Dbase IV	Jan 1991	Jun 1991	Agro Technology Co.	Cairo, Egypt.
- Word	Sep 1998	Oct 1998	United Food Industries Corporation	Riyadh, Saudi Arabia.
- Excel	Sep 1998	Oct 1998	United Food Industries Corporation	Riyadh, Saudi Arabia.
- Visual Fox Pro	Jan 1997	Dec 2000	United Food Industries Corporation	Riyadh, Saudi Arabia.
- SQL Server	Jan 2000	Jul 2000	United Food Industries Corporation	Riyadh, Saudi Arabia.
- Crystal Report Writer	Jan 2000	Jun 2000	United Food Industries Corporation	Riyadh, Saudi Arabia.
- Visual Basic 6.0	Aug 2001	Jul 2002	United Food Industries Corporation	Riyadh, Saudi Arabia.
- SQL Server 2000	Aug 2001	Jul 2002	United Food Industries Corporation	Riyadh, Saudi Arabia.
- Front Page 2003	Jan 2003	Dec 2003	United Food Industries Corporation	Riyadh, Saudi Arabia.
- SQL Server 2008	Jan 2009	Feb 2009	United Food Industries Corporation	Riyadh, Saudi Arabia.
- Microsoft Visio 2007	Jan 2007	Apr 2007	United Food Industries Corporation	Riyadh, Saudi Arabia.
- Visual Basic .Net	Dec 2011	Current	Private Course	Riyadh, Saudi Arabia.
- Java Script	Dec 2011	Current	Private Course	Riyadh, Saudi Arabia.

Experience

MIS Consultant , Sales Force Automation.

at Gulf Union Foods Company
 July 2009 To January 2011

Manufacturing and Production in Riyadh, KSA

1. Provide advice to the High Administration of the company in the field of sales development and restructure of the sales management , and prepare the necessary studies whether it was cost or investment studies, in order to assist the company in Increasing the volume of sales to the maximum possible size, Expand market share and Reduce marketing and operating costs .
2. Work on applying the sales force automation, by implementing the below mentioned solutions
 - 2.1. Customer Information & Classification.
 - 2.2. Van Sales System, Route Accounting.

2.3. Route Optimization.

3. Open channels of communication between the company and the systems providers -external and local - to determine the best and the cheapest.
4. Start implementing the application of the mentioned regulations via a certain plan.
5. Work to provide alternatives to the spare parts for handheld computing devices, and printers.

MIS Manager Assistant, Sales Force Automation.

at United Food Industries Corporation Ltd. Deemah

Manufacturing and Production in Riyadh, KSA

January 2008 .to June 2009

1. See the latest technologies in the field of the sales management development and automation.
2. Prepare the required studies, whether they are cost or investment studies, to implement any required upgrades, in order to assist the company to increasing the volume of sales to the maximum possible size, Expand market share, Reduce marketing and operational costs and supervise the work of Sales Force Automation Systems in the company.
3. Open the communication channels between the company and the suppliers, find new suppliers (Locally and Overseas), determine the best and the most efficient of them, determine the cheapest devices and the best applications.
4. Providing the means for wired and wireless systems that are required for the communication of the company including the DSL, VPN , and 3G Communication SIMs.
5. Work to provide alternative suppliers for HHC, Printers and spare parts in an effort to minimize costs and increase profitability.
6. Supervising the work of the van sales system Administrator and make sure that he provide all the security elements in order to secure the data of the system.
7. Supervising the work of the maintenance engineers, in order to ensure availability of the spare devices to be ready for exchange in case of damage of any device to ensure non-stop selling.
8. Implementing any new systems that should be implemented in the area of sales force automation.
9. Provide a suitable DRP to be applied in the case of any information disaster.

System Administrator, Van Sales System

at United Food Industries Corporation Ltd. Deemah

Manufacturing and Production in Riyadh, KSA

December 2006 to December 2007

- Processing , preparing and maintaining the system servers in the head office and branches
- Maintaining of the Database of the system.
- Processing supplies required to open new branches.
- Preparing orders of devices and equipment that are necessary for the sales force in the new branch such as Servers, Computers, VPN, Handhelds, Printers, Cables, Power Convertors and Docking Stations.
- Supervising the installation of the mobile printers in the trucks to ensure the integrity of the power connections.
- Preparing the handheld devices, installing them with the Front office Application, and configuring the communication setting between them and the server.
- Supervision the training of the Sales force on the Van Sales System including Salesmen, Supervisors, Accountants, and Branches Managers , each according to his competence, and determination the user right of each one of them into the system.
- Supervision on the preparation of the backup of the branches databases.
- Supervision on the data synchronization between both of the Van Sales System , and the Company's ERP Baan IV

Management of Information & System Accountant & Application Developer.

at Makshaff Service Limited, Al-Khaleidiah Agriculture Co.

Agricultural & Livestock Manufacturing at Tebrak, KSA

March 2003 up to December 2006

Preparation of all required financial analysis to be presented to the high Administration, periodically or upon request, in order to support the high Administration in the decision making for the investment operations, and the operations necessary for the development of the farm activities, as follows:-

1. Analysis necessary for the purposes of investment expansions in order to maximize the volume of production, as in greenhouses and livestock, quail, fish, and poultry
2. Necessary analysis based on market expectation and expected price, to determine the types of crops to be planted during the different seasons.
3. Analysis needed to make decisions concerning the export of the farm products to the whole world.
4. Developing an Application to Generate Reports and Statements from the Company ERP [Baan IV], in order to help in the above tasks.

Cost & Budget Controller

at United Food Industries Corporation Ltd. Deemah

Manufacturing and Production in Riyadh, Saudi Arabia

October 2001 to January 2003

1. Prepare the budgets during different time periods including the Income forecast represented in the sales target & the expenses budget represented in costs and expenses expected during those periods, prepared at all the management levels in the company including :-

- 1.1. Gross budget of the company.
- 1.2. Budgets of the various managements and departments.
- 1.3. Budgets of the company's Branches.
2. Prepare the Budget of production Department to determine the quantities and items to be produced to meet the preset target.
3. Identify raw and packing materials necessary for the planned quantities mentioned above.
4. Follow-up the objectives at all levels of the organizational structure of the company and to identify variances and work to resolve them.
5. Development of the " Production Plan Application " which is controlling all the input and the output options of production lines including :- Production Types, Production Capacity, Work Hours, Work Force, and all other Requirements in order to swift preparation of the Weekly production plan in a convenient manner, convert of requisite production into raw and packaging materials to determine quantities needed for plan implementation and specify the required hours of production to cover production demand of both local and export sales.

Project Manager, Van Sales System & Team Member of ERP Implementation Committee

at United Food Industries Corporation Ltd. Deemah

Manufacturing and Production in Riyadh, Saudi Arabia

January 2000 to September 2001

1. Sales Force Automation Solution " Route Accounting System " :-

- 1.1. Preparing the required analysis of the rules and the business procedures for the Sales & Marketing Department.
- 1.2. Preparing most of the Job Descriptions of sales department Jobs and all the work process for each on of it including the graphical illustrations that reflect that work flows.
- 1.3. Negotiation of all the above elements with the other team members whether from the company or from the System Provider
- 1.4. Testing of the van sales system indoors, and tracing of the gaps and preparing the Gap Analysis in order to guide the System Provider for the necessary customizations
- 1.5. Testing the system, outdoors { One Pilot Only }, in order to recognize the maximum facility of the system reactions in the Field
- 1.6. Preparation of the training team, the team that are going to train the staff of the company departments including: - Salesmen, Supervisors, Sales Accountants, Maintenance Team and IT members.
- 1.7. Participation in the design of the Application, Databases, and Reports
- 1.8. Setting of the first milestone of the Sales Force Automation Department in the company, including Rules, Procedures and Regulations necessary for the work of that department in the future.

2. Company ERP " Baan IV - Distribution Module "

- 2.1. In that Committee, two members has been selected to represent each Department of the company in order to :-
- 2.2. Determine the requirements of the sales department and analyze the results of customizations and integrations.
- 2.3. Keep tracing of the gaps and Prepare the gap analysis.
- 2.4. Make the final evaluation for the high Administration to participation in decision making.
- 2.5. Preparation of the training team, the team that are going to train the staff of the company departments including:- Branches Managers, Branches Sales Supervisors, Sales Accountants, Financial Accountants, Sales Coordinators and Store Keepers.

Branch Manager Reliever, Computer Trainer and Software Developer

at United Food Industries Corporation Ltd. Deemah

Manufacturing and Production in Riyadh, Saudi Arabia

August 1997 To December 1999

1. Branch Manager Reliever :-

Relieving Branch Sales Managers during their vacation, Accordingly undertaking all branch manager's tasks

2. Software Developer :-

1. Build the applications required to help the company, in the preparation of objectives, Budgets and Forecasts, Determine the overall Sales Forecast and convert them into raw and essential materials, in order to supply the factory with the production elements. Follow-up the all of Concerned Persons to achieve those objectives and high Administration with the help to determine decisions to rectify the situation. Build an application in order to swift preparation of the Weekly production plan and convert the planned production into raw and packaging materials. Prepare the integration solution between the Van Sales System and the Company ERP in order to exchange the data needed for the operation of the Van Sales. Develop the suitable solution working as a data warehouse so that allow us to generate the necessary reports for the Sales and Marketing Management From BaanIV Develop the necessary application to apply the control over the asset of the van sales "Hardware" in order to help us to cover our inventory as needs. Develop an application, to be used to collect the required data and information to be transferred to the Van Sales System integrally Develop an application that includes all the customer information and locations displaying all that information on maps and work as Body Tracking to help the company to follow up the salesmen on the route via the mobile devices. This applications are :-

1. Sales Forecast Application, The first step to the idea of Business Intelligence Solutions
2. Production Plan Application.
3. Data Integration Application.
4. Mediator Application.
5. Asset Management Application.

6. Customer Information & Classification. "Customer GPS.

3. Computer Trainer :-

Training All personals of the sales and marketing department to be capable of using the computer software such as:- Microsoft Windows OS, Microsoft Office Applications, Developing reports using Crystal report writer 7.0, Usage the internet capabilities, Company ERP. "BaanIV" , "Distribution module"

Vice Sales And Marketing Manager

**Al-Shira Trading Company, UFIC Sister Company.
December 1995 To July 1997**

Trading and Distribution of raw food and Packing Materials at Riyadh, KSA

Experience in distributing raw & packing materials used in the foodstuff industry, dairy products and confectionery, including knowledge in implementation of market research, marketing feasibility study and usage of the marketing mix in developing an integral marketing plan, coordination of sales personnel activities and supplying their needs, communicating with potential customers, introduction of company products and resolution of problems, surveying opinions of consumers and users, submission of periodic reports and statistics to the Sales Division and Head Office, submission of reports on competing products and proposals for new product launches.

Sales And Marketing Manager, Taif Branch

**at United Food Industries Corporation Ltd. Deemah
February 1994 To November 1995**

Manufacturing and Production in Riyadh, Saudi Arabia

Distributing the company products such as Biscuits, Confectionaries snacks and Juice. Using the following tasks :-

1. Marketing research in the branch area and Usage of the marketing mix in developing integral marketing plans.
2. Coordinating of sales personnel activities, maximizing their capabilities and supplying their needs such as trading samples , products catalogs, Brochures and informing them about all the new products, the new prices and all the new sales policy of the company
3. Communicating with potential customers, introducing the company products, replaying their inquiries and solving their problems in order to cater to market demand.
4. Collecting information about the competitors and competitive products and inquiring the point of view of consumers and the users of the products in the branch area and preparing the market analysis.
5. Study of the company products performance in the branch area and Planning to the company future prospects via afore mentioned tasks. Submitting the reports about company products performance in the area as well as the competitive products and the analysis reports about the ratio of success compared with the targets.
6. Granting credit facilities, when necessary, including special offers , Exhibitions and sales motives.
7. Suggesting new products to the sales management.

Sales Accountant, Riyadh Branch

at United Food Industries Corporation Ltd. Deemah

Manufacturing and Production in Riyadh, Saudi Arabia

Experience in distributing raw & packing materials used in the foodstuff industry, dairy products and confectionery, including knowledge in implementation of market research, marketing feasibility study and usage of the marketing mix in developing an integral marketing plan, coordination of sales personnel activities and supplying their needs, communicating with potential customers, introduction of company products and resolution of problems, surveying opinions of consumers and users, submission of periodic reports and statistics to the Sales Division and Head Office, submission of reports on competing products and proposals for new product launches.

Accountant Customer Department

**Al Sarh Travel And Tourism
July 1991 To January 1993**

Grand Saudi Agent , Ticketing and Tours

Issuing transaction for the customers of the company, follow up of the account receivable & submitting the Aging Analysis Report that showing the overdue amount position to the financial controller to follow up the collectors and generating the accounting & financial reports related to the customer's sales activity.

Senior Accountant

**Agro Technology Company
November 1990 To May 1991**

Agricultural Manufacturing and Services at Cairo, Egypt

Execution of various stages of finance and accounting functions either manually or with the help of accounting software, including preparation of source documents, posting to the general and Sub-ledgers, preparation of a trail balance and closing accounts such as production and trading account , profit and loss, Financial Statements and balance sheet as well as periodic reports and statistics, development of the organization's financial policies, explanation of policies to the staff, with actual application on the job, tracing cash inflows and outflows, verification of cash flows compliance with established standards, development of asset and liability financial plans, preparation of budget , comparison between balance Sheet and budgets as well as the balance sheet and the previous years

Financial Accountant

**Agro Technology Company
October 1988 To October 1990**

Agricultural Manufacturing and Services at Cairo, Egypt

Execution of various stages of finance and accounting functions including preparation of source documents, recording, classifying,

summarizing, and reporting of transactions, posting to general & sub ledgers, verification of cash flows, Follow up of Company stock levels of various items.

Education :

University :	Ain Shams	Major :	Accounting
Institute :	Faculty of Commerce	Date of Graduation :	May, 1988
Degree :	Bachelor of Commerce		
GPA :	Satisfactory		

Personal Information :

Birth	May 18, 1966
Nationality	Egyptian
Marital Status	Married
Military Status	Completed
Name	Aladdin Khalid Elhamy

Languages

Arabic	Mother Language
English	Excellent
Germany	Beginner

Computer Skills

Expert See The Professional Education Above.

End Of C.V.

