



PROFILE

- Executive level professional with 20+ years portfolio of success driving operations and devising strategies to measurably improve corporate bottom lines through revenue boosting, margin increases and cost reductions.
- 20 years of experience in the **Water Pumps, Industrial Pumps, Water Filters Technology, Industrial Valves, industrial Compressors, Chillers, HVAC, Medical Cooling Systems industry and Industrial equipment's** for the Middle East, Far East and Africa.
- Direct operations through strategic planning and effective management of staff & budgets. Expert in new business development combined with effectiveness in high-profile operational roles, making high-stakes decisions and overcoming complex challenges.

NATIONALITY:

Italian/ Egyptian

DATE OF BIRTH:

10th of December 1971

CONTACT

PHONE: +971506396384, +201112776887

EMAIL: Coura007@hotmail.com

ADDRESS: DUBAI, U.A.E.

INTERNATIONAL EXPERIENCE



HESHAM KOURA

General Manager

EDUCATION

- MBA**
Maastricht School of Management, Holland in 2008
- Bachelor's Degree in mechanical engineering**
Faculty of Engineering, Cairo University in 1996

WORK EXPERIENCE

✦ **KKT-Chillers Germany/ UAE**
Managing Director KKT-Chillers Middle East Oct 2021-Present

✦ **Al-MULLA Group Kuwait/ UAE**
General Manager Eng. Equipment's Oct. 2015-Dec 2021

Accomplishments:

- Directly responsible for overall profitability, sales and service for this large division which generate more than \$150 million annually in the sales revenue.
- Establishes sales objectives by forecasting and developing annual sales quotas for regions and territories, projecting expected sales volume and profit for existing and new products.

✦ **WILO Pump International U.A.E.**
Managing Director Middle East Jun'2012 – Oct. 2015

Accomplishments:

- Leverage years of operational leadership success to drive sales and profits. In-charge of all operations for 4 offices based in the Middle East (UAE, KSA, Qatar, Iran, Egypt, GCC Countries)
- Track record of measurable results – improving operations, building strong business relationships and driving profitable growth in intensely competitive markets
- Formulate, develop and implement strategic plans as well as objectives ensuring compliance with organizational strategies

✦ **VARISCO Pump SpA, Italy**
Regional Manager - Africa, Middle East & Far East Jun'03–Mar'12

Accomplishments:

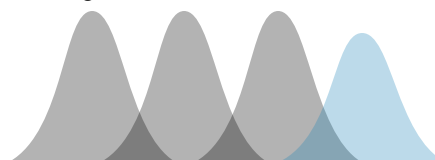
- Spearhead all sales, marketing and business development activities in Africa, Asia and Oceania
- Reviewed and re-aligned Varisco's global market penetration strategy
- Prepared and conducted Sales & Technical training for 60 distributors regionally every month

SKILLS

- ✓ Strategic Planning & Execution
- ✓ Business Turnaround Management
- ✓ Market Penetration Strategies
- ✓ Budgeting, Forecasting, Cost Control
- ✓ Competitor Benchmarking
- ✓ Business Forecasting & Development
- ✓ Team Leadership & Motivation

LANGUAGES

- ✓ English, Italian, Arabic, German



HESHAM KOURA

Email: coura007@hotmail.com (M): +971506396384, +201112776887

Nationality: Italian/ Egyptian

Date of Birth: 10/12/1971

- ✚ MBA from Maastricht School of Management, Holland in 2008
- ✚ Bachelor's degree in mechanical engineering from Faculty of Engineering, Cairo University in 1996

MANAGING DIRECTOR – 20+ YEARS

GROWTH CATALYST / TURNAROUND ARCHITECT / VALUE CREATOR

Broad executive leadership experience ... track record of revenue growth through robust and struggling markets

Executive level professional with 21+ years portfolio of success driving operations and devising strategies to measurably improve corporate bottom lines through revenue boosting, margin increases and cost reductions. Direct operations through strategic planning and effective management of staff & budgets. Expert in new business development combined with effectiveness in high-profile operational roles, making high-stakes decisions and overcoming complex challenges. Strong and decisive leadership competencies, yet flexible in responding to constantly changing organizational demands as exhibited by career progression

Team builder capable of implementing best practices and motivating staff to peak performance. Solid business leadership skills and abilities well suited to variety of industries

AREAS OF EXPERTISE

- | | | |
|-----------------------------------|---|---------------------------------------|
| ✚ Strategic Planning & Execution, | ✚ Distributor Management, | ✚ Distribution Management, |
| ✚ Business Development, | ✚ Client Relationship Management, | ✚ Competitor Benchmarking, |
| ✚ Business Turnaround Management, | ✚ Market Orientation, | ✚ Competitive Intelligence, |
| ✚ Sales & Marketing, | ✚ Market Research & Analysis, | ✚ Business Forecasting & Development, |
| ✚ Export Industry Expert, | ✚ Operational Excellence, | ✚ Resource Management, |
| ✚ Brand Management, | ✚ Budgeting, Forecasting, Cost Control, | ✚ Team Leadership & Motivation, |
| ✚ Market Penetration Strategies, | ✚ Vendor Management, | ✚ Customer Base Expansion, |

ORGANIZATIONAL SCAN

KKT-Chiller Germany/ UAE Oct 2021-Present

Managing Director KKT-Chillers Middle East: **Medical and Industrial Cooling Systems**

Job Description

- Develop and execute a strategic sales plan to penetrate the Middle East market and achieve sales targets.
- Identify market trends, customer needs, and competitive landscape to inform business strategies and opportunities.
- Provide strong leadership to the sales team, setting clear objectives and guiding them to achieve individual and team targets.
- Identify new business opportunities, target potential customers, and establish strategic partnerships to expand the company's customer base.
- Develop and nurture long-term relationships with key clients, ensuring high customer satisfaction and repeat business.
- Lead negotiations and contract discussions with customers, ensuring favourable terms and conditions.
- Manage the sales team, providing guidance, coaching, and performance feedback to maximise their potential and drive results.
- Implement effective sales processes and performance metrics to monitor individual and team performance and drive continuous improvement.
- Setting the annual budgeting plan and P/L for the Middle East Area
- Develop sales forecasts, budgets, and business plans, regularly reviewing and adjusting strategies to meet changing market conditions.

Achievements:

- Created the KKT-Middle East in the RAs Al-Khaima Free Zone Area (Dec-2021)
- Strength and Upgrade the business relationships with the OEM existed Partners: General Electric, Siemens and Philips
- Created a new partnerships with new OEM Partners: Canon, United Imaging and Hitachi
- increase and enlarge the network of distribution in the Middle Est area from 7 agencies to 34 agency
- increased the brand awareness and became specified in the important projects in the Middle East
- reaching 55% of the market share in 2023

General Manager- Engineering Equipment's Division

AL MULLA Group is a leading diversified privately held business group based in the UAE.

With over 15,000 employees, 40 different Group companies and subsidiaries, operations spread across 8 different countries and affiliations with over 200 international brands.

The Group today has operations in Kuwait, Iraq, Oman, Bahrain, UAE, Qatar, India and Egypt; with further plans under way for expansion in other areas in the Middle East and Europe.

Job Description

Al Mulla Engineering Equipment's Division provides package products solution to various Construction Projects, Electromechanical Projects, Hospitals, Oil and Petroleum Sector, Government and Private Project in UAE and Gulf Region.

Under My responsibilities 5 Departments:

1. **Department of Principal Management and Business Development**
2. **Dept. of Mechanical & Air-conditioning Equipment** (Fans and Air Handling units, Centrifugal & Air-Cooled Chillers, Cooling Towers, HVAC, Water Pumps and Generators)
3. **Dept. of Direct Sales** (Pipe hangers & Supports, Temperature and pressure instruments ELASTOMERIC RUBBER PIPE & DUCT INSULATION, DRAINAGE SPECIALITIES)
4. **Dept. of Retail Sales** (Ventilations solution, Industrial power tools, pipe cutting systems)
5. **Dept. of Electrical Equipment's:** Cables, Wiring devises, Electrical Motors, control unites, Switch Gears and Generators

Directly responsible for overall profitability, sales and service for this large division which generate more than \$150 million annually in the sales revenues.

Define and implement long and short-term objectives; oversee and control all daily operations, policy implementation, advertising/promotions and strategic direction.

Set and administer budgets; initiate cost controls and ensure profitability.

Recruit, hire and motivate a staff of 85 including key management and support personnel for sales, marketing, finance, administration and service; evaluate overall and individual performance, and devices and implement proactive management training process.

Establish departmental goals with management teams, which are based on exceeding the expectations of customers through continuous improving products and services.

Provide an environment of mutual trust, respect and demand the highest ethical standards from the staff and management.

Achievements:

- Recruited to revitalize company that had been in an annual loss situation. Reduced losses of the first year that amounted a \$ 3 million turn-around in year two
- By 2017, increased company performance produce revenues in excess of 30 million with over 25 % gross profit margins
- Successful in hiring, motivating and retaining quality personal by creating a positive work environment, resulting in increased employee retention and excellent customer satisfaction. Created and implemented a comprehensive employee satisfaction program and benefit package.
- Reduced total expenses by connecting cash flow problems, improving inventory turnover and upgrading facilities to enhance energy savings and environmental compliances.
- Perform annual budgeting, including capital requirements and implement weekly forecasting and reporting
- Create and design all the advertising and marketing campaigns, knowledgeable in all media venues and expertise in print and electronic marketing.

Managing Director – WILO Middle East

WILO SE is one of the leading manufacturers of pumps and pump systems for heating, ventilation and air conditioning, water supply, sewage disposal and wastewater treatment.

it has gone on to become a leading innovator in the field of high-tech pumps with over 60 production and sales companies world-wide and more than 6,700 employees. In 2011, Wilo achieved sales of EUR 1.07 billion.

Job Description:

- ✚ Leverage years of operational leadership success to drive sales and profits.
- ✚ In-charge of all operations for 4 offices based in the Middle East (UAE, KSA, Qatar, Iran, Egypt, GCC Countries), including sales, marketing, client acquisition, PR, CSR, Importation & Exportation and business development as well as P&L and staffing; Institute policies and procedures.

- ✚ Provide strategic and operational oversight to all projects/engagements.
- ✚ Identify and develop new business opportunities, seek new & expanded services for existing clients, orchestrate operational initiatives to create new and innovative revenue-generating opportunities.
- ✚ Scale down base operations by slashing costs and improving productivity and efficiency across the board. Identify gaps and introduce new solution-selling techniques.

- Track record of measurable results – improving operations, building strong business relationships and driving profitable growth in intensely competitive markets
- Comprehensive experience directing operations through strategic planning and effective management of staff & budgets
- Expertise in new business development combined with effectiveness in high-profile operational roles, making high-stakes decisions and overcoming complex challenges
- Formulate, develop and implement strategic plans as well as objectives ensuring compliance with organizational strategies
- Work collaboratively & proactively with all departments in enhancing operational improvement and bringing change in practices for better communication, productivity, efficiency, costs and attain better service
- Ensure execution and completion of all tasks assigned to the team within time frames and strict adherence to quality
- Develop existing & prospective relationships with customers to offer innovative opportunities for business growth and survival in the market
- Manage & monitor client satisfaction and recommend appropriate strategies and operational initiatives to continuously enhance client satisfaction
- Make & Move Business Productivity and Lean Six Sigma (LSS) agenda, including development of the Operating Regional Business Pipeline to ensure delivery of the Annual Operating Plan (AOP), and Year On Year (YOY) Business targets across the Middle East Area

Achievements:

- Year 2012:
 - recovering the drop in the sales and reaching the sales target
- Year 2013:
 - Credit of creating new departments in the company and setting complete individual plans for each country in the Middle East
 - Successfully upgraded performance of the employees through effective leadership and mentoring
 - Rebuild and strength back again the relations with the old customer and distributors
 - **Increasing the sales by 40% comparing to 2012**
- Year 2014:
 - Creating two new representative offices in Egypt and Saudi Arabia
 - Develop and create the required teams in Saudi and Egypt
 - Increase the network of distribution all over the Middle East area
 - **Reaching above the sales target by 15%**
- Year 2015:
 - we have stabilized the market
 - we have created strong network of distribution all over the middle east area
 - all the teams in Egypt, Saudi Arabia, Qatar, Emirates and Iran are working with full capacity
 - We have reached the **Euro 65 Million**

VARISCO S P A, Italy Jun'03 – Mar'12

Regional Manager - Africa, Middle East & Far East

Varisco manufactures and markets High-Quality Capital PUMPS Equipment designed to improve its customers' productivity and return on invested capital. It employs sophisticated technology in a broad range of reliable pumps for various difficult applications, specializing in self-priming centrifugal pumps for liquids with solids in suspension.

Job Description:

- ✚ **Spearhead all sales, marketing and business development activities in Africa, Asia and Oceania (60 countries)** to achieve revenue targets ensuring all enhancement plans are in place ensuring customers' expectations are achieved / exceeded with strict adherence to agreed SOW and delivery within time lines.
- ✚ Oversee gamut of tasks including sales forecasting, planning, negotiating with clients, addressing issues and providing viable solutions.
- ✚ Identify marketing opportunities by analyzing consumer requirements, defining market / competitor's share and competitor's strengths & weaknesses and establishing targeted market share.
- ✚ Reviewed and re-aligned Varisco's global market penetration strategy

- ✚ Prepared and conducted Sales & Technical training for 60 distributors regionally every month

Achievements:

- Analyzing, studying and evaluating the markets of Africa, Middle East and Far East and in according setting the required action plans.
 - credit of creating a new network of distribution and clients across Africa, Middle East and Far East
 - Achieved a sales target of in FY 2006 - 07 with **an annual turnover of €25million**, an average annual increase 25% in the last fiscal year
-

UNIONAIRE COMPANY, Egypt May'99 – Apr'03

Export Marketing Director - Middle East, Commonwealth Countries, Pakistan, Bangladesh, SL

Established in 1995, Unionaire became a major manufacturer and exporter of quality air-conditioning systems in the Middle East Africa and Europe

- Evaluated & analyzed global markets and established a strategic export marketing plan to penetrate global markets
 - Re-evaluated existing global markets regularly to re-align marketing strategies
 - Supervised and managed the sales & marketing process in the Middle East, Commonwealth Countries, Pakistan, Bangladesh and Sri Lanka
 - Achieved sales target of \$3 Mn for the fiscal year 1999
-

Mercedes Benz, Egypt Jul'96 – Apr'99

Mechanical Engineer, Mercedes-Benz, Egypt

- Analyzed, diagnosed and resolved gaps between designs and manufacturing issues; and
- Mechanical & Electrical Maintenance.

Scholarship by Mercedes-Benz:

I was awarded a prestigious Scholarship by Mercedes-Benz for One Year “on-the-job training” at DAIMLER -CHRYSLER-GERMANY. (May 1998).

PERSONAL DOSSIER

Date of Birth: 10th Of December 1971

Linguistic Proficiency: English, Arabic, Italian and German

Nationality: Italian

Current Address: Mira 4 , Dubai. United Arab Emirates

References Will be pleased to furnish upon request

HESHAM KOURA

☎: +971506396384, + 20112776887

✉: coura007@hotmail.com

Nationality: Italian, Date Of Birth: 10/12/1971

Dear Sir/Madam,

After working for the success of:

1. **AL MULLA GROUP, United Arab Emirates/ Kuwait; (General Manager Engineering Equipment's Division)**
2. **Wilco International, Dubai, United Arab Emirates; (As Managing Director Middle East)**
3. **Varisco S P A Italy; (Regional Manager Africa, Middle East & Far East)**
4. **UnionaireCo. (Export Marketing Director) and Mercedes-Benz in Egypt**, in the past 20 + years, I am seeking new challenges with a company in need of a Manager with exceptional Strategic Planning & Execution, Employee Relation, Leadership, and Management. Taking command in the field of **International Business Development, Sales & Marketing** and guiding the organization to a new performance level, is my greatest strength.

More than 20 years of experience in the **Water Pumps, Industrial Pumps, Water Filters Technology, Industrial Valves, industrial Compressors, Chillers, HVAC, Medical Cooling Systems industry and Industrial equipment's** for the **Middle East, Far East and Africa**.

- I have a long and consistent track record of increasing profitability, reducing costs, enhancing business operations and leading teams, in my previous firms and currently associated with the **Wilco International** as **Managing Director**.
- I have demonstrated excellent strategic ability through successfully reshaping the marketing and sales strategy in various countries in my previous and current firms.
- An excellent self-achiever, I have consistently demonstrated leadership skills in managing and motivating others to achieve sales targets.
- My excellent networking and interpersonal skills also allowed me to develop loyalty and trust among our distributors leading to faster and greater market penetration.
- I have excellent knowledge of this region having done extensive travelling to this region on my current and previous jobs.
- Make & Move Business Productivity and Lean Six Sigma (LSS) agenda, including development of the Operating Regional Business Pipeline to ensure delivery of the Annual Operating Business Plan (AOP), and Year On Year (YOY) Business targets across the Middle East Area

I am very versatile, adaptable and sensitive to various cultures. With my qualifications and strong experience in Management, sales & Marketing, coupled with the linguistic ability to speak English, Arabic, Italian and German, I am confident that I will be able to contribute to the global outreach of your company.

My educational background and affiliations, combined with my forward looking, positive approach has helped me in delivering consistent results and I am sure I would deliver the same again.

I am a highly accomplished professional, having enough exposure working with international, multi-site and multi-cultured teams.

Having comprehensive experience in:

- 1)Strategic Planning & Execution
- 2)International Business Development, Business Turnaround Management, Sales & Marketing,
- 3)Brand Management, Market Penetration Strategies and Distributor Management,
- 4)Market Research & Analysis, Operational Excellence,
- 5)Budgeting, Forecasting, Cost Control, Vendor Management,
- 6)Team Leadership & Motivation,

can be evidenced in my enclosed resume, my ability to analyze and create unique solutions designed to yield a profitable outcome has proven to be one of my greatest assets.

I would welcome an opportunity to meet and discuss with you my candidacy in further detail. Please find my resume enclosed for your review and consideration.

Thank you for your time.

Sincerely,

HESHAM KOURA