

## Dr. Ahmed Shireen Korayem

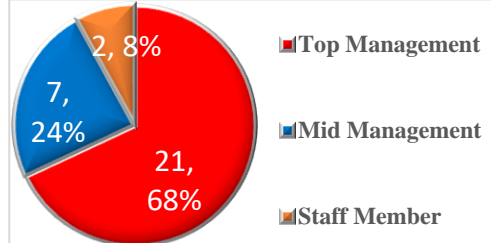
- Chairman of Delta Sugar Company
- Chief of the Investment Committee, Cairo Chamber of Commerce
- Chairman of Business Bridge for Investment Promotion
- Chairman and CEO of Pharaohs Group for Cement Trade and Market Intelligence
- Advisor to the Ministry of Environment for Investment and Private Sector
- Executive Board Member, Chamber of Building Material
- Chairman, Cement Industry Division, EFI
- Egypt's Delegate, Arab Union for Cement and Building Material
- Vice Chairman & Executive Board Member, Arab Union for Cement and Building Material



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### 30+ years of Achievements



### Academic Qualification

DBA, Digital Transformation Administration, AASTMT, 2024

MBA, ESLSCA Business School, 2013

BBA, Faculty of Commerce, Ain Shams University, 1994

## Jobs & Achievements (Top Mgmt.)

**Chairman and CEO, Pharaohs Group for Cement Trade, Feb. 2024**

**Former Vice President of the General Authority for Investment and Free Zones, March 24**

**In Charge of the following sectors:**

- The Central Department for Foreign Investment
- The Central Department for Domestic Investment
- The Central Department for The Investment Map
- The Central Department for Investors Care
- The Central Department for Exhibitions, Conferences and Match-Making

**Chief Executive Officer, Alnahda Cement, June 2021**

- Changing** the company from EGP195 million loss to EGP131 million profit in 17 months
- Restructuring** and steering company from massive loss to high profitability
- Reforming** the company and swapping the traditional mgmt. system with a-high-performance system
- Repairing and operating** the production line that was shut down for years due to its malfunction
- Producing** "Green cement"

**Chairman and CEO, Egypt Builders, June 2012 – May 2021**

## Jobs & Achievements (Mid Mgmt.)

**Manager, Marketing & Key Accounts, Pepsi cola, Dec. 2000 – Mar. 2002**

- Developing** the Modern Trade system and department
- Opening** export markets in Iraq and Libya

**Manager, Export & Business Development, Americana, Sep. 1998 – Nov. 2000**

- Launching** the company and its products from-the-ground-up
- Building** the export department, and opening export markets in Libya, KSA, and Europe

**Chipsy (FRITO-LAY), 94 – 1998**

**Export Manager**

- Opening** new markets in Africa, Asia and Europe

**Business Development Assistant Manager**

- Boosting** the market share by 10%

- ✦ **Building** cementegypt.com, the 1<sup>st</sup> Web site in Egypt and the ME to offer marketing services and business intelligence to the cement industry, with more than 50,000 daily visitors
- ✦ **Building** the first and only periodical (quarterly and annually) report that measures the performance of the Egyptian cement industry.
- ✦ **Earning** the trust of cement producers and investors, and becoming the major advisor and consultant in providing market studies and intelligence.

#### **Chairman and CEO, Pharaohs Group for Cement Trade, June 2006 – May 2021**

- ✦ **Building** one of the largest cement trading companies in Egypt, to be the most favored by both producers and customers
- ✦ **Distributing** more than 300,000 tons of cement annually in five Egyptian governorates
- ✦ **Achieving the top rank** of distribution in 3 cement companies, and among the top 10 distributors in 6 other companies

#### **Commercial Director, Helwan for Cement Production, March 2002 – January 2006**

- ✦ **Changing** the company from public sector traditions to private sector culture
- ✦ **Reconstructing** mgmt. system including changing all the staff members, and changing into high performance operations
- ✦ **Structuring** contemporary marketing and sales strategies, and boosting the market share by 4%
- ✦ **Repositioning** our products in clients' perception as the best product in the market
- ✦ **Boosting** sales from 40% of the production capacity to 100%, by dispatching the products into local and international markets
- ✦ **Tripling** the value of the company in 3.5 years

#### **Key Accounts Manager**

- ✦ **Building** the key account department

#### **Sales Representative**

#### **Merchandizer**

### **Other Jobs**

**Sales Agent, Emanuel Tours, Oct. 1992 – Mar. 1994**

**Sales Agent, Lift Lock Wholesale, Canada, Jul. 1992 – Oct. 1992**

### **Business Training**

Professional training Packages and workshops designed and provided by top-notch development organizations

### **Language Skills**

- ✦ Arabic, Mother tongue
- ✦ English, Fluent