

# Amel Eltayeb Hassan

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## **Professional Objective**

### **PROCUREMENT MANAGER / SUPPLY CHAIN MANAGER**

#### **Executive Credentials**

Senior Executive offering the benefit of a successful **15 years** progressive experience out of which 7 years in **Procurement and Contract Management** (UAE & International) with **United Nations/NGO** and more than 8 years in **Marketing, client servicing & public relations**.

#### **Work History**

##### **H. Sheikh Noor ud Din & Sons Sales and Marketing Manager**

**Jan-2010 – Present  
Dubai & Khartoum**

Provide leadership and coordination of company sales and marketing functions. Develop and implement sales and marketing strategy. Monitor and analyze sales and marketing activity against goals.

##### **Key Duties and Responsibilities**

- Direct and coordinate company sales and marketing functions.
- Develop and coordinate sales selling cycle and methodology.
- Direct and oversee the company marketing function to identify and develop new customers for products and services.
- Research and develop strategies and plans which identify marketing opportunities, direct marketing, and new project development.
- Analyze and evaluate the effectiveness of sales, methods, costs, and results.
- Develop and manage sales and marketing budgets, and oversee the development and management of internal operating budgets.
- Plan and coordinate public affairs, and communications efforts, to include public relations and community outreach.
- Directly manage major and critical developing client accounts, and coordinate the management of all other accounts.
- Participate in the development of new project proposals.
- Establish and implement short- and long-range goals, objectives, policies, and operating procedures.
- Supervise the planning and development of company marketing and communications materials.
- Represent the company at various community and/or business meetings to promote the company.
- Supervise the preparation, issuance, and delivery of sales materials, exhibits, and promotion programs.
- Promote positive relations with partners, vendors, and distributors.

##### **GOAL Ireland, Khartoum, Sudan Procurement Manager/Logistics Coordinator**

**June-2008 – June 2009  
Khartoum, Sudan**

Responsible for managing the **purchasing and contract management function** of GOAL Sudan programme by ensuring the flow of goods from vendors in an efficient, cost effective way to meet business requirements. Directly supervising 5-7 staff.

##### **Key Duties and Responsibilities**

- Plan and manage departmental operations and overall procurement budgets.
- Global vendor sourcing and continues vendor performance evaluation process.
- Planning, developing and implementing strategies for managing the centralized purchasing functions for procurement and introducing the **policies, systems, and procedures** required to support business operations and improve financial performance.
- Responsible for sourcing, negotiating and managing the annual purchases both (Local and International).
- Liaise with user departments as required, ensuring inventory levels of items are maintained.
- Negotiate and secure the most competitive terms on long/short term procurement contracts with preferred suppliers ensuring delivery schedules and terms and conditions are clearly defined and understood by all parties.
- Review all purchase requests / related approvals prior to authorization and obtain clarification if required.
- Ensure on time availability of material. Maintain follow up with suppliers on goods delivery; handle all queries and relevant complaints.
- Responsible for complete tender process management (RFI, RFP, RFQ & ITB) from pre-qualifying and preparation of a qualified bidders list for the requisitioned items, preparation of enquiry packages covering all commercial, technical and inspection requirements, follow up with bidders to ensure timely submission of bids and carry out opening of bids as per organization policy.
- Issue International, regional and local Tenders. Check bids for compliance with technical / commercial data. Prepare techno-commercial recommendations and final submission for review, approval and award.
- Prepare and administer Purchase Orders and Contract Agreements for products purchased by.

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**Work History**

- Research market intelligence on production patterns and purchasable surpluses, co-ordinate with Logistics Unit to facilitate the shipping and delivery arrangement of purchased products and equipments.
- Liaise with any appointed inspection and superintendent firms to ensure quality control, specification conformity, volume assessment, monitoring and verification of deliveries.
- Develop and prepare technical and legal contracts. Manage and coordinate with all interested parties including contracts disputes and claims related to procurement action.
- Overall management of warehouses and inventory across the country.

**Al Baddad International Group  
Business Development Manger**
**Jan-2008 – May 2008  
Dubai, UAE**

International Business Development Manager possessing international & domestic business experience acquired in fast-paced, multi-cultural environments and those demanding strong collaborative, consultative and interpersonal skills. Efficient and resourceful complement to any team dedicated to international trade and promotion. Accumulated business experience in:

- Project Management
- Data Accumulation & Analysis
- Bid document preparation and presentation
- Presentation & Communication Skills
- Client Liaison (UN and International clients)

**United Nations World Food Program  
Head of Procurement Unit**
**June 2002 – Dec 2007  
Dubai, UAE**

Responsible for managing the **purchasing & contract management function** of United Nations World Food Program by ensuring the flow of goods (NFI) from vendors in an efficient, cost effective way to meet business requirements Directly supervising 3 staff.

- Supervise the procurement unit including staff management, planning, work flow and workload organization and coordination with the other units making the Procurement Unit a corner stone of WFP Dubai.
- Manage all mechanics and control functions be it financial or administrative systems and/or reporting systems to ensure a flexible, cost effective, visible and high quality procurement service.
- As a prime objective, manage a full function non-food procurement service while taking full advantage of the procurement facilities and possibilities of the UAE and other countries relations in the area of procurement with all the WFP client countries if need be through the Customer Services unit, and procurement officers in ODC and other regions.
- Timely, structured and adequate reporting of procurement progress towards the clients for the procurement requests.
- In collaboration with the Customer Services Unit, analyze and implement the possibilities to extend these services.
- Within standing policy guidelines and procedures, backstop procurement officers in other countries through remote or onsite support, advice and/or functional revisions of systems and procedures.
- Backstop ADMP/HQ in the analysis and implementation of Long Term Agreements (LTAs) and issue local LTAs for frequently procured items.
- Plan, manage and provide technical advice on procurement activities, following the WFP rules, procedures and regulations.
- Issue international, regional and local tenders.
- Evaluate offers and make recommendations for the finalization of purchases and the award of contracts.
- Analyze and evaluate tender results.
- Review technical proposals of suppliers and carry out cost/benefit analysis.
- Research market intelligence on production patterns and purchasable surpluses.
- Coordinate with the Logistics Unit to facilitate the shipping and delivery arrangements of purchased commodities and equipment.
- In January 2007 HQ decided to off shore procurement function to HQ Dubai office. Thus, under the same capacity staff, HQ and field offices procurement requirement above their threshold were carried in Dubai by the unit.

**United Nations World Food Program  
Pipeline Officer/Logistics & Programme**
**Sep-1998 – June 2002  
Khartoum, Sudan**

Responsible for managing the **Food Pipeline** of United Nations World Food Program for North and South Sectors by ensuring the flow of donation with cash or in-kind from main donors in an efficient, cost effective way to meet needs with minimum interruptions to program.

- Follow up and track the incoming pledges to country with HQ and prepare the allocation plan (North Sector & South Sector)
- Maintain pledges database per donor country, value, contribution number, kind and quantity.

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**Work History**

- Participate in the preparation of food requirements based on ANA recommendation for UN Inter-Agency Consolidated Appeal (CAP).
- Participate in the preparation of EMOP budget (food & DSC) as well as in budget revision.
- Prepare data required for the Yellow pages and Blue Books.
- Prepare monthly Pipeline Report for NS & SS.
- Prepare yearly distribution plane (food & beneficiaries) based on ANA and EMOP document. Maintain NGOs stocks, Food requirements for following months, Update estimated requirements of previous month, Loan & repayment follow up.
- Maintain categorized database of all projects taking place in the sub-offices and report on its progress (distribution & output).
- Compile, analyze and report on market prices fluctuation in different locations. Review and revise distribution plan on a quarterly basis based on achievement and forecast.
- Compile and analyze data of food distribution data received from sub-offices, field-offices and NGOs.
- Based on distribution plan & monthly reports, prepare Commodity Release/Allocation Notes for food delivery on proposed areas.
- Examine and process NGOs financial claims as per LOAs. Field participation in assessments, registration and food monitoring.
- Prepare monthly expenditure forecast based on operational needs. Based on monthly reports, prepare stock report of NGOs.

**SKILLS****Assistant Marketing Manager**

**Jan-1997 – Feb-1998**  
**Cairo, Egypt**

Provided executive level marketing and sales support to the Marketing in the successful implementation of marketing, advertising and promotional campaigns management strategies for achieving the marketing objectives of the organization engaged in the business of marketing and distribution of **FMCG Products**.

- Responsible for market analysis and reporting, brand performance monitoring and reporting in the Region for ensuring regional profitability and growth.
- Assisted the Marketing Manager in enhancing profitability, sales, and market share by assisting in the designing, developing & implementation of creative marketing strategies and annual Marketing plan and budget.
- Coordinate with the sales team and merchandisers in to ensure the quality of the merchandising selling progress; future market opportunities and market feed backs to increase business.
- Coordinated and managed the New Product Launches, communication with suppliers to ensure on time availability their seasonal catalogues and samples for the market, and support campaigns for development of strategic plans.
- Tracking the **Brand / Product** movement regularly to monitor the off take, ensuring the required visibility and stock level.

**Multi-Concept for Advertising Account Executive**

**Jul-1995 – May-1996**  
**Cairo, Egypt**

- Executed daily operations of visiting corporate clients, taking briefs, preparing and making presentations to clients.
- Conferred with client to determine advertising requirements and budgetary limitations. Reviewed materials and information presented by client.
- Discussed various production factors to determine most desirable presentation concept.
- Discussed client requirements for ATL / BTL and scheduling, to outline basic presentation concepts and to coordinate creative activities. Responsible for planning, coordinating and directing advertising campaign for Key Accounts clients of advertising agency.
- **Play major role in creating ad plans** for new and existing clients giving the rationale behind the creative ideas and media proposals.
- Extensively involved in Key Accounts Management. Responsible for Planning, Annual Budgeting & Implementation of Promotions, strategy development, creation, and execution of advertising & promotion campaigns, contests, presentations, events planning & management, New Product Launches, PR, Press Conferences, and media relations for **Key**.
- Presented all creative concepts to the clients and conducted weekly status meetings in order to expedite projects.

**Earlier Assignments****Sudan Airways  
Public Relations Officer**

**Oct-1994 – Jun-1995**  
**Khartoum, Sudan**

**LAMSSA Magazine  
Editing and Art Coordinator**

**Feb-1994 – Sep-1994**  
**Cairo, Egypt**

**American University (Journalism and Mass Communication Department)  
Assistant to Associate Professor Hussein Y Amin**

**1992 – 1993**  
**Cairo, Egypt**

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**Work History****Education Qualification**

***Bachelor of Arts in Journalism and Mass Communication***  
(Specialization in Public Relations & Advertising)-1993  
**American University in Cairo, Egypt**

**Training Programs/Certificates**

- Project Management Professional preparatory course, Dubai
- Procurement Management Strategy Training, IAPSO, Dubai
- TOT procurement certification Workshop in Dubai.
- Global Procurement Workshop, Cairo. Egypt

**Short Assignments During Emergencies**

- Iraq, May 2003 (Emergency TDY)
- Lebanon, July- Oct 2006 (Emergency TDY)
- Italy, Rome October 2003- January 2004

**Membership / Affiliation**

- Member of PMI (Project Management Institute), & SIG, Pennsylvania, USA- June 2009- Present
- Member of Egyptian Shooting Club, Cairo, Egypt – 1985-Present

**Technical Skills**

Proficient in the use of: **MS Office** (Word / Excel / PowerPoint), MS Great Plains, SAP, MS Project, Lotus Notes & outlook).

**Personal Details**

**Nationality** : Sudanese  
**Gender** : Female  
**Languages** : English (Fluent) / Arabic (Mother tongue)