

Phone: (202) 2 40 45 317
Email: K@pastaregina.com
Address: 2 B, Masged ElNady St.,
Heliopolis – Cairo - Egypt

Karim M. Aboughali

Profile

Strong business and financial background. Possesses effective communication and managerial skills in different areas of business ranging from marketing, finance and operations managements to IT and overall corporate management. With proficient experience in the FMCG business including distribution strategies, pricing, penetration and proper product positioning. With leadership skills, motivation and a very competitive business spirit.

Experience

2002 – Present

ABOUGHALI GROUP OF COMPANIES

Cairo – Egypt

Aboughali Automotive, Miac Fine Furniture, Shahd Limousine, Regina Pasta, Crown Plaza & Savita Resort & SPA. Turnover LE 0.5 Billion.

2005 – Present

Chairman & Managing Director – Regina Co. for Pasta & Food Industries – Food Group

- Conducted a full Corporate and managerial restructuring for the company including that yielded a growth of sales of about 35% in value
- Supervised various food product launches in the FMCG market which then grew to become famous brands in the local market for ex. Pasta Star which targets lower socio economic segments in the markets. This product has gained a 15% market share in three years from the non semolina pasta segment
- Developed a strong team composed of marketing, finance, operations and IT which
- Planned, directed and controlled annual budgeting process for all above mentioned departments, assuring their compliance with the company's long term strategy.
- Developed plans for meeting company's strategic objectives; defined real needs and recruited necessary human resources to implement the strategy.
- Established and IT department and guided the implementation of a long range plan for an effective corporate information management/ Decision support system that is capable of rapid growth, product diversification and remote outlet locations. LAN, WAN, frame relay network, and integrated software package handling multi- million pro-note receivables.
- Centralized the operations of both auto trading companies and effectively reduced operating costs by 40% while increasing revenues by almost 50%.
- Strategized and negotiated the agreements during AGG's award of Daewoo distribution contract, and acquisition of 25% stake in Cairo National Automotive (M- Benz sole distributor in Greater Cairo).
- Established policies and procedures and empowered department heads to take decisions within their levels of authority and inspired them with initiatives in executing their roles.
- Mapped out with the assistance of the departments' managers, the current operational workflow, made recommendations for improvement and developed standard operating procedures for the entire business unit.
- Created a corporate profile demonstrating all the activities of the Group, and increased reliance on corporate communications to enhance credibility and come close with clients.

- Promoted cross divisional support within the holding to effectively capitalize on internal business opportunities.

Education

2002 *Boston University* Mass, USA
 Double Bachelor Degree in Business Management concentration Finance & Bachelor of Arts Economics

1998 *The American International School* Cairo, Egypt
 - International Baccalaureate (IB)
 - American Diploma

Additional Skills

Languages: -Mother tongue Arabic.
 - Fluent in written and spoken both English and Spanish
 - Fair in French.

Computers: Advanced knowledge of Microsoft Windows 95/98, Microsoft Word 97, Microsoft Excel 97, Microsoft PowerPoint 97, Microsoft Access 97, Microsoft Outlook 97 and Internet and Email applications.
 - Auto Cad and Pro- engineer.

Interests

Reading, running, politics, traveling and playing chess.

Social Activities & Memberships

- Member in Egyptian Junior Business Association (EJB).
- Member in Egypt's International Economic Forum. .
- Former Member of International students Association at Boston University.

Personal Data

Date of Birth: April 22nd, 1980
 Nationality: Egyptian
 Marital Status: Married