

Aliaa Mohamed

Fabric Care Startup Supply Chain Manager

🛇 Bucharest, Romania 🛛 Aliaamohamedqassim@gmail.com 📞 +40729066457/ +201117524105

📅 03/04/1993 📕 Egyptian 💩 Single 🔉 Female

Dynamic and results-driven professional with 7 years of combined experience in sales, supply chain management, and manufacturing within the consumer goods industry, including a pivotal role at P&G startup in Europe. Proven track record of driving sales growth, optimizing supply chain operations, and contributing to the successful launch and scale-up of manufacturing processes. Adapt at navigating cross-functional environments and leveraging international experience to deliver strategic business outcomes.

EDUCATION

Bachelor's of Engineering, Cairo University

• Electrical Power Engineering

WORK EXPERIENCE

Program Manager | Fabric care Startup Supply Chain Manager,

Procter and Gamble

- Led the design and optimization of the supply chain, ensuring alignment with business goals and operational efficiency.
- Plan, execute and oversee projects from initiation to completion, ensuring they are delivered on time, within scope and within budget.
- Utilize project management methodologies to track progress, manage risks, and communicate effectively with stakeholders.
- Identify opportunities for process improvements and cost savings.
- Develope and implemente sourcing strategies by collaborating with local and regional stakeholders, achieving significant cost savings, enhanced process efficiencies, and improved supplier performance
- Manage logistics and transportation planning to optimize delivery timelines, reduce transportation costs, and improve overall supply chain efficiency, ensuring seamless coordination with suppliers and internal stakeholders.
- Drive adaption of new technologies and tools that enhance operational capabilities and efficiency.
- work closely with departments such as sales, supply chain, manufacturing, safety and quality assurance to ensure alignment and integration of the initiative.
- Reviews frequently (via CPS) with the cross-functional team the progress of projects.
- Risk assessment and mitigation capability.

Achievements:

- Leading with success the delivery of P&G biggest startup in EU budget[100\$MM].
- Successfully achieved project delivery with 50% IDE reduction [0.5\$MM] by introducing Beads re-use process.
- Advancing 2 Months of actual CPS resulted in [2\$MM savings].

12/2023 – present Bucharest, Romania

06/2017

Cairo, Egypt

Site Integrated Planning, Pakistan, Haircare, Supply Chain Manager,

Procter and Gamble

- Maintains valid production and supplier schedules in the P&G Planning System
- Develop effective forecast models based on industry trends and demand patterns and subsequently implement solutions to improve the accuracy of demand forecasting.
- Maintains master data in the P&G Planning system
- Measures and drives continuous improvement within the Supply Network in scope
- Participates in developing and renewing supplier Site-Level Execution Agreements (SLEAs)
- Identifies critical supply constraints and develops action plans to avoid service impact.

Achievements:

- Quarter Packing slow movers enabling 2\$MM cash savings.
- FY' 22 23 highest service delivery at 99% & cash delivery at 58% IYA

Distribution Requirement Planning Manager | NWA | SA | Expansion market

Haircare, Procter and Gamble 🔗

- Participated in continuous improvement by generating suggestions, engaging in problem-solving activities to support teamwork.
- Received and processed stock into inventory management system.
- Drove cost reduction efforts for supply chain to meet annual operations targets.
- Formulated demand planning and generated supply chain management metrics.
- Led implementation of effective supply chain planning systems while improving sales and operations planning processes for distribution network.
- Develop effective forecast models based on industry trends and demand patterns and subsequently implement solutions to improve the accuracy of demand forecasting.

Achievements:

- Converting Morocco transportation mode from SF to land (50% LT reduction \$0.5MM cash help)
- Supporting 100% of incremental business equivalent to \$5MM in FY' 20 21
- Finalizing truck contract with carrier saving a sum of \$25M per year

Sales Account Manager, Hilti 🖉

- Increased sales with execution of full sales cycle processing from initial lead processing through conversion and closing.
- Met existing customers to review current services and expand sales opportunities.
- Built relationships with customers and community to promote long term business growth.

Achievements:

- Best Employee 2018
- Hit and exceeded sales KPIs by 30% for the months of October, November, and December in 2018.

SKILLS

SAP experience • Suppl	y chain distribution •	Supply Chain Management	Relationship building
Logistics Management •	KNIME Software • (Continuous Improvement • 1	Demand Planning





06/2022 – 12/2023 cairo, Egypt

03/2020 – 06/2022 Cairo, Egypt

07/2017 – 02/2020 Cairo, Egypt