



CONTACT

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Cairo, Egypt

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EDUCATION

Bachelor of Commerce
Faculty of Commerce,
Ain Shams University · 2018

SKILLS

- ♦ Team leadership & coaching
- ♦ KPI tracking & sales reporting
- ♦ Price quotations
- ♦ B2B telesales
- ♦ CRM task management
- ♦ ERP & HR SaaS products
- ♦ Customer service & complaints
- ♦ Order & invoice processing
- ♦ Microsoft Office
- ♦ Social media

LANGUAGES

Arabic — native
English — good (written & spoken)

Alaa Said Ali

Commercial Executive & Telesales Team Leader

Commercial team leader with 10+ years in customer service, sales administration and B2B sales support — the last 7+ at Fawry Dirac Systems, selling ERP and HR SaaS solutions. I lead, coach and organise the commercial team, prepare competitive quotations and keep every client and invoice moving.

Experience

Commercial Executive & Telesales Team Leader 2026 – Present Fawry Dirac Systems (formerly Dirac Systems S.A.E)

- Lead, motivate and manage the Commercial Executive team to achieve sales targets.
- Distribute tasks through the CRM and monitor daily activities for efficiency and productivity.
- Track and evaluate team performance using KPIs and sales reports; coach and train team members.
- Prepare competitive price quotations; maintain quotation records and pricing databases.
- Follow up on payment invoices for SaaS system subscriptions.

Commercial Executive 2023 – 2026 Dirac Systems → Fawry Dirac Systems

- Managed client accounts for ERP and HR SaaS products from first inquiry to signed quotation.
- Kept quotation records and pricing databases accurate and up to date.

Sales Coordinator 2019 – 2023 Dirac Systems (ERP software)

- Coordinated the sales team's schedules, documents and information flow.
- Processed all orders accurately and on time; informed clients early of any delays.
- Monitored team progress, identified gaps and proposed improvements.
- Supported clients on the software and assisted with social-media marketing.

Coordinator Oct 2018 – Mar 2019 AM Solutions

- Coordinated training courses, supported HR recruitment and handled course bookings and customer service.

Sales Administrator Jun 2017 – Oct 2018 Harvest British College

- Processed orders by email and phone; checked orders and invoices for accuracy.
- Maintained sales and customer records and produced monthly sales reports.
- Communicated customer feedback internally and reported deviations from sales targets.

Customer Service & Administration Jun – Sep 2016

- Resolved customer complaints by phone, email and social media; placed, cancelled and upgraded orders and accounts.
- Handled high call volumes and informed customers of deals and promotions.