

# Rasha Serag

Key Accounts Manager | Refrigeration Expert | Energy-Efficient Solutions Expert

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## Career Profile:

- Experienced **Senior Sales Engineer & Key Accounts Manager with 12+ years** in industrial and commercial refrigeration and HVAC solutions across **Egypt and the GCC**. Skilled in technical sales engineering, refrigeration system design and selection, aftermarket services, and energy-efficient cooling solutions.
- Strong expertise in tenders, export operations, **SAP/CRM systems**, and strategic sales planning. Awarded the Golden Sales Award (Q4 2023) for exceptional sales achievements.

## Areas of Expertise include:

- Commercial Refrigeration Systems
- Predictive Maintenance Planning
- Technical Sales Engineering
- Industrial refrigeration
- Fire Fighting Systems
- Custom Cooling Solutions
- Refrigeration System Design
- Energy Efficiency Upgrades
- Tender & Proposal Preparation

## Education

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- Bachelor's Degree in **Mechanical Engineering**, Cairo University, 2012.

## Career Progress

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**Key Accounts Manager • GRADE Refrigeration • Aug /2025 till now**

<http://grasso-adearest.com>

### Key Clients Served:

- Food Basket, Fertiglobe, Egyptian Hydrocarbon, Egyptian Petrochemical Co., ICAPP, MAFI, Americana, Japan for Food Industries, Chipsy, Nestlé, Mima Foods.

### Scope of Work:

- Developing business plans to enhance refrigeration system reliability and performance.
- Managing spare parts operations, including orders, logistics, and import/export coordination.
- Securing and executing industrial refrigeration maintenance contracts to ensure system uptime.
- Expanding key accounts by providing tailored technical solutions and service offerings.
- Strengthening customer relationships to boost market presence and long-term retention.
- Organizing service schedules and workflows to maximize technician productivity and response time.
- Streamlining service processes to reduce downtime and optimize operational efficiency.
- Leading and mentoring service teams to drive a high-performance, safety-focused, customer-centric culture.

**Senior Sales Engineer • Johnson Controls Arabia • Aug /2022 till Aug /2025**

<https://jcarabia.com>

### Key Clients Served:

#### **Food & Beverage:**

- Farm Frites, Halwani Brothers, Nile Fruits, Milkana, Savencia, El-Ahram Beverages, Atyab, Mondelez, Raya Foods, Juhayna, Danone, Montana, Beyti, Basma, Froneri, Faragalla, Cold Alex.

#### **Chemical & Fertilizers:**

- Alex Fertilizers, Helwan Fertilizers, El Misria for Food Investment, TCI Sunmar, Nasr for Chemical Industries, Misr Chemicals, Air Products, MOPCO, Egyptian Fertilizers.

#### **Industrial & Logistics:**

- Logestica, Arab French, IFFCO, Port Said Star, IFCG.

### Scope of Work:

- Achieved 200%+ of annual sales targets for three consecutive years.
- Increased aftermarket revenue and gross margin by 40% through strategic parts and service growth.
- Expanded maintenance contracts portfolio by 50%, strengthening recurring revenue streams.
- Penetrated legacy accounts (15–20 years inactive) and converted them into active Johnson Controls customers.
- Grew Oil & Gas sector sales by 60% through targeted technical solutions and sector-focused strategy.
- Built high-trust client relationships, significantly improving retention and market penetration.
- Developed and executed business plans for spare parts and service operations, boosting efficiency and profitability.
- Led a cross-functional team of 3 sales engineers and 2 technicians, acting as Sales Manager in practice.
- Managed end-to-end aftermarket operations, budgets, and import/export workflows to ensure service excellence.

## Sales Manager • Yoska Trades • Jan /2022 till Jul /2022

### Key Clients Served "Supermarkets & Retail Chains":

- Aba Market, Alfa Market, Arafa Brothers, BIM, Bet El-Gomla, Best Way, Carrefour Egypt, Dreams Market, El-Far Market, El-Masrya Supermarket, Fathallah Market, Flamingo Market, Giant Market, Gourmet Market.
- Lulu Hypermarket, Majid Al Futtain (UAE), Metro Market, Momen & Bashar, Panda Market, Premier Market, Ragab Sons, Royal House, Seoudi Supermarket, Spinneys, The Grocer.

### Scope of Work:

- Developed business plans and delivered training programs to elevate sales and technical team performance.
- Led sales, design, and installation of supermarket refrigeration systems with a strong focus on key account growth.
- Managed full import/export operations to ensure smooth, timely, and compliant project execution.
- Prepared and coordinated tenders, securing new contracts and expanding business opportunities.
- Opened a new market for a Jordan-made supermarket display refrigeration brand, successfully selling to Talabat Mart and Raya.
- Directed sales engineers and technicians to maintain high service quality and operational standards.

## Sales & Design Consultant Engineer • Arab Mechanicals Engineers • Nov /2019 till Dec /2021

### Scope of Work:

- Designed and delivered optimized industrial and commercial refrigeration solutions.
- Trained sales teams on consultative selling and full-store refrigeration planning.
- Led high-value key account deals, including major clients like Geant Market.
- Opened new markets for Turkish and European refrigeration brands.

## Sales Manager Assistant • Mecatronz • Jan /2017 till Oct /2019

### Scope of Work:

- Developed and maintained key accounts across diverse industries, including Concrete, Naga Homme, Arafa Group, Crystal Textile, and Carina Factory.
- Collaborated with clients to define requirements and deliver tailored fire protection solutions.
- Supervised installation teams and managed projects from initial engagement to completion.

## Technical Sales Engineer • Fricool Group Egypt & GCC • Sep /2012 till Dec /2016

### Scope of Work:

- Managed the full sales cycle for commercial refrigeration systems across major retail chains in Egypt and the Saudi market.
- Designed and optimized refrigeration solutions using leading brands such as Kaplanlar, AHT, and UGUR.
- Managed tenders, logistics, and client relations while mentoring the team to ensure on-time delivery.

## Courses

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- **Spin Selling Technique** - Certified **Energy Manager (CEM)**.
- **Project Management Professional (PMP)** – Certified by Coursera & Johnson Controls.
- **Value Proposition Training - Professional Sales Skills** Training.
- **Sales Force Training - Key Account Management** Training.
- **Customer Relationship Management (CRM)** Training.
- **Data Analysis** – Certified by Coursera & Udacity - **Business Analysis** – Certified by LinkedIn Learning.

## Skills

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### Technical Tools:

- **CRM & ERP Systems:** Salesforce, SAP.
- **Office & Productivity:** MS Office (Excel, Word, PowerPoint), MS Project, Notion.
- **Project & Workflow Management:** Project planning, resource allocation, workflow optimization.

### Language Skills:

- **Arabic:** Mother's tongue.
- **English:** Excellent - IELTS Academic – **Overall Band 8**.

### Interpersonal Skills:

- Strategic Sales & Planning
- Team Leadership & Collaboration
- Adaptability & Resilience
- Technical Problem Solving
- Negotiation & Persuasion Skills
- Influential Communication
- Client Relationship Management
- Project Management Efficiency
- Networking & Building