

Ahmed Abdullah Serag

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Seeking a management level assignment in Quality Management/ Operations Management/ Client Servicing where over 16 years of experience will add value to operations.

EXECUTIVE SUMMARY

- A result oriented professional with **more than 16 years** in **Quality Assurance, Client Servicing** and **Operations Management**.
- Currently working as **Quality and Process Excellency Consultant**.
- Demonstrated abilities in forging and implementing strategies aimed at achieving results by leading and motivating the workforce towards accomplishing business and corporate goals.
- Resourceful at maintaining relationship with clients to achieve quality product and service norms by resolving their service related critical issues.
- Deft at establishing and developing the organization **Quality Management System** from Scratch to Satisfy Quality Standards like ISO 9001 and CMMI for Development.
- Providing consultation and coaching organization to achieve Operational Excellency.
- Helping organizations to discover and solve the operational bottlenecks through performing root cause analysis and process improvement initiatives.
- Work as External Audit Party to ensure the level of Organization's Quality Management System adherence.
- Work in cooperation with organization teams to work on following up and closing the audit findings and to develop a permanent resolution for the chronic problems.
- Successfully achieving the Requirements of the international Quality Model **CMMI Level 3** in December 2010.
- Successfully achieving the Requirements of the international Quality Model **CMMI Level 2** in June 2006.
- Adept at establishing the Call Centre for my current organization to handle the customer request for the company different products.
- Progressive experience and successful contribution in business analysis/evaluation, product-development life cycle methodologies, supplier management, processes, standards, and systems in an organization that previously had no standards or programs in place.
- Possess excellent **interpersonal, communication & organizational skills** with proven abilities in team management & customer relationship management.
- Gained expertise areas to be shown to the employers such as **Agile, CMMI, ISO 9001, ISO 14001, ISO 27001, Six Sigma, Total Quality Management, Project Management, Statistical Quality Control, Process Management, Continuous Improvement** and **Goal-Driven Measurements**.

CORE FUNCTIONAL SKILLS

- **Quality Management**
 - Participating in execution of various quality improvements strategies for continual improvements in the services and TAT's (Turn Around time).
 - Developing new business core processes and improving the current ones following the Process Management Methodolgies.

- Providing feedback to team members on quality parameters by barging calls / monitoring processes.
- Conducting internal process audits & process reviews for ensuring strict adherence to the process parameters/systems as per defined guidelines.
- Managing customer service operations for rendering and achieving quality services.
- **Operations Management**
 - Monitoring functioning of processes ensuring compliance to the agreed SLA levels.
 - Handling process transitions and monitoring the same for smooth operations.
 - Supervising operations and taking critical decisions with regards to performance.
 - Working closely with the MIS team to ensure correct reporting of operational metrics.
- **Client Servicing**
 - Addressing customer queries and attending inbound calls / out bound calls.
 - Managing service operations for rendering and achieving quality services; providing first line customer support by answering queries & resolving their issues, ensuring minimum TAT.
 - Assessing the customer feedback, evaluating areas of improvements & providing critical feedback to the associates on improvements and achieving higher customer satisfaction matrices.
 - Ensuring continuous interaction with the customer to make sure that area of concern can be worked upon for improved service levels.
- **Team Management**
 - Allocating the work to the subordinates, ensuring timely completion.
 - Recruiting, mentoring and motivating team members to achieve the desired target.
 - Identifying training needs and imparting training to them to enhance their skill levels.

Organisational Experience

Since June 2015 work as Quality and Process Excellency Consultant – Freelancer

Accountabilities:

- Promote and facilitate diagnosis of work flow impediments and other wastes throughout the operations and business practices of the organization and advise on appropriate strategies to eliminate waste.
- Provide guidance and help to organizations in order qualify them and their Quality Management Systems to comply with ISO 9001 and CMMI quality model requirements through defining and implementing their own processes and provide the training required for their employees.
- Compose Process Improvements Teams and train them to be process owners and to lead the process improvement initiatives.
- Conduct organization gap analysis in order to define the strengths and weaknesses and to make use of these weaknesses to start the process improve initiatives.
- Establish the process improvement plans to target the weakness points discovered as a result of gap analysis or the regular audits.
- Conduct Regular Management Review Meetings in order to track and review the progress of the process improvement initiatives.
- Data-driven diagnosis includes data collection, organization, packaging and presentation to communicate needs and requirements to internal associates and customers. Use of collected data for root cause analysis.
- Directly provide formal and informal training and coaching to organization teams.
- Consult and provide guidance in Developing and improving quality management systems.

- Guide and helping organizations in changing the quality culture.
- Implementing methods and techniques to eliminate waste and improve process.
- Implementing quality improvements and quality models and Frameworks.
- Conduct regular audits on the organizations to ensure processes adherence and recommend corrective actions for process improvement.

April 2012 – June 2015 with Asfour Crystal International, Cairo, Egypt as IT Quality Manager

Accountabilities:

- Manage IT quality policies, procedures, processes, programs, and practices, to ensure continuous improvement of information technology services and maintain the integrity of systems.
- Plans, coordinates and directs staff in the quality department.
- Overseeing programming, evaluation, and testing of new or modified software programs.
- Supervising Quality Control and Security staff in carrying out tests and checks.
- Writing technical and management systems reports.
- Bringing together staff of different disciplines and driving the group to plan, formulate and agree comprehensive quality procedures.
- Persuading reluctant staff to change their way of working to incorporate quality methods.
- Formulate and manage the development and implementation of goals, objectives, policies, procedures and systems pertaining to the QA/QC.
- Setting QA compliance objectives and ensuring that targets are achieved.

Highlights:

- Establishing the Quality Management Function with three main role as following:
 - Software Quality Control Unit.
 - IT Quality Audit.
 - Process Improvement Unit.
- Releasing a new Version of IT Quality Management System.
- Establishing the Software Development Lifecycle.
- Establishing a User Complaints Management System to ensure a high level of Customer Satisfaction.

Jul'05- March 2012 with Egypt Network, Cairo, Egypt as Quality Manager

Accountabilities:

- Develop, implement and maintain Quality Policies and Strategies throughout the organization department and functions by working and cooperation with Department Managers and Senior Management.
- Assessing the organisation Maturity Level and the current policies and processes and communicate the areas of improvements and the required action to all Department Managers.
- Monitoring the Organisation Performance with the Strategic objectives using the KPIs.
- Planning for Annual Audits as well as planning for Software development projects.
- Conducting regular customer survey in order to evaluate and improve the quality of business processes and client services.
- Reviewing the Quality Reports for Products and Processes Performance.
- Escalating issues to senior management as appropriate and work on driving them to closure.
- Organising assessment activities including conducting informal gap evaluations, applying corrective actions, and preparing for formal assessments.

- Heading the Process Engineering Group (EPG) which is responsible for maintaining and developing the organisation processes.
- Coordinating with external consultants for the process improvement projects.

Highlights:

- Participated in the Organization Strategic and business Planning.
- Enhanced the Processes by working on reducing the cost and increasing the productivity.
- Efficiently enhanced the organization performance by taking the ownership of the following:
 - Collecting and monitoring the organization's KPIs.
 - CMMI Process Improvement Project.
 - Implementing the Information Security Management System ISO 27001.
 - Six Sigma Project to reduce the order cycle time.
 - Documenting the Organization Processes.
 - Increasing the customer satisfaction ratio by establishing the Customer Care department, Call Centre and by developing the Service Level Agreement (SLA).
- Proficiently developed the Quality Management System to meet CMMI Level 3 requirements.
- Implemented ADSL Order Implementation process and Customer Complaint Process, Delivery Process and HR Processes.
- Reduced the cycle time of order implementation process to be 9 days instead of 21 day using Six Sigma techniques which produced cost reduction by 45%.

Oct'99-Jun'04 with Raya Distribution (Nokia Mobile Phones Sole Agent), Cairo, Egypt

Growth Path:

Customer Care Representative	Oct'99-Jun'00
Customer Care Supervisor	Jun'00-Dec'02
Branch Assistant Manager	Jan'03-Jun'04

Role as Branch Assistant Manager:

- Investigating and resolving customer's problems along with handling their complaints.
- Writing reports analysing the customer service that the organization provides.
- Developing customer service policies and standards for your organization or department.
- Maintaining the record of recruitment and appraisals.
- Providing training to the staff for delivering high standard of customer service.
- Keeping ahead of developments in customer service by reading relevant journals, going to meetings and attending courses.

Role as Customer Care Supervisor:

- Supervising a team of customer service staff.
- Ensuring the productivity meets or exceeds service and quality standards.
- Developing and implementing process and/or operational improvements to enhance efficiency and effectiveness of operations.

Role as Customer Care Representative:

- Resolving the customer concerns regarding their Mobile Phone problems.
- Describing the mobile problem to the engineer through the system used.
- Adhering to the customer care processes and policies.

Highlights:

- Efficiently participated in ISO 9001 project.

- Proficiently enhanced the customer care process and providing the training needed for my team to enhance the performance.
- Discovered a simple remedy for a mobile defect that was costing the company.
- Selected as the best employee for the 1st quarter of year 2003.

Previous Assignments

El Gouna Movenpick Hotel, Egypt	Reservation Clerk	May'99-Oct'99
	Telephone Operator	May'97-Dec'97

Academic Credentials

2009	Post graduate Diploma in Total Quality Management, American University, Cairo, Egypt.
1995	B.A. English Literature, Al-Mansoura University, Al-Mansoura, Egypt.

IT Skills

Windows XP, Vista, MS Office, MS Visio, MS InfoPath and MS Project, Minitab, SPSS

Training & Certifications Undergone

- ISO 9001:2015 Lead Auditor Certification by TUV Rheinland.
- Agile Development Software Development Methodology by SECC.
- ITIL Foundation Course by Global Knowledge.
- Leadership Bootcamp by Stephen Covey.
- PMP Preparation Course from EMAC Academy.
- Total Quality Management Diploma from American University in Cairo.
- Planning for Top Quality from American University in Cairo.
- ISO 9001 and ISO 14000 from American University in Cairo.
- Six Sigma from American University in Cairo.
- Statistical Quality Control from American University in Cairo.
- Implementation of Goal Driven Measurement from Software Engineering Institute– Carnegie Mellon University.
- Microsoft Certified Solution Developer- MCS D from Microsoft.
- Project Management Workshop from CARDINIS (Italy).
- CMMI Overview from QAI Asia.
- Introduction to CMMI from QAI Asia.
- Product & Process Quality Assurance from QAI Asia.
- Configuration Management from QAI Asia.
- Supplier Agreement Management from QAI Asia.
- Technical Solution and Product Integration from QAI Asia.

- Requirement Management from QAI Asia.
- Project Planning, Project Monitoring & Control from QAI Asia.
- Measurement & Analysis from QAI Asia.
- Decision Analysis & Resolution from QAI Asia
- Risk Management from QAI Asia.
- Customer Service excellence from Quest.
- Etiquette of Customer Service from International Marketing & Management Institute (IMI) and European Management Centre.
- Etiquette of Customer Interaction from International Marketing & Management Institute (IMI) and European Management Centre.
- Customer Care Workshop from Innovation Group, Inc.
- Sales and Retail International Marketing & Management Institute (IMI) and European Management Centre
- Team Building from European Management Centre
- Customer focused retail training from Raya Academy.

Personal Dossier

Date of Birth: 29th October 1971

Address: Al-Farawanyah, Kuwait

Nationality: Egyptian

Marital Status: Married

Passport No.: A15371441

Date of Issue: 13/05/2015

Date of Expiry: 12/05/2022

Place of Issue: Egypt