

Mohamed Alaa Kotb

Business Development Team Lead | B2B Account Manager | Customer Success Expert

Professional Summary

Results-driven Research and Development and Business Development Leader with over 4 years of experience in customer success, B2B sales, team leadership, and account management. Proven ability to manage client portfolios, lead high-performing teams, and drive scalable growth through data-driven strategies. Adept at using CRM systems, conducting needs assessments, and optimizing workflow processes across service and real estate sectors. Strong communicator with a track record of exceeding KPIs and delivering operational excellence.

EXPERIENCE

Fantastic Services, Alexandria — Research and Development Team Leader

Apr 2025 – Present

- Lead the onboarding and continuous training of team members, ensuring adherence to operational standards and best practices.
- Acted as primary support for workflow processes and real-time issue resolution.
- Reviewed team outputs to maintain accuracy and compliance.
- Compiled performance reports and contributed to department-wide improvements.
- Promoted high customer service standards, achieving departmental KPIs consistently.

Fantastic Services, Alexandria — Senior Business Development & Account Manager

Sep 2023 – Mar 2025

- Managed 15–20 B2B client accounts in the property management and real estate sectors.
- Utilised LinkedIn Sales Navigator and Google Search for lead generation.
- Conducted client needs assessments and service presentations to decision-makers.
- Used XRM CRM to manage pipelines, contracts, and reporting.
- Negotiated deals and resolved post-sale issues to ensure retention.

Fantastic Services — Business Development & Account Manager

Mar 2023 – Sep 2023

- Oversaw a growing portfolio of B2B clients, conducting needs analysis and service positioning.
- Facilitated cross-functional collaboration to deliver seamless client experiences.
- Maintained CRM data integrity for accurate sales tracking and reporting.
- Acted as a liaison between clients and operations teams to ensure issue resolution and value delivery.

Sutherland Egypt, Alexandria— Customer Service & Sales Team Leader

Aug 2022 – Feb 2023

- Led a sales team, achieving and exceeding sales and service targets.
- Created training programs and monitored KPIs for continuous improvement
- Handled escalated customer issues and streamlined team operations.

Sutherland Egypt, Alexandria— Customer Service & Sales Specialist

Oct 2020 – Aug 2022

- Delivered high-quality customer support and sales assistance.
- Achieved personal sales goals through up-selling and account follow-ups.
- Used CRM tools to track leads, follow-ups, and resolve escalations.

EDUCATION

Faculty of Tourism and Hotels, Alexandria University — Bachelor of Tourism and Travel Management

Oct 2015 – Sep 2020

Taymour English School - General Certificate of Education – High School

Sep 2001 – Aug 2015

Core Competencies

- B2B Sales & Lead Generation
- CRM Systems (XRM, Salesforce, HubSpot)
- Client Retention & Relationship Management
- Team Leadership & Coaching
- Market & Competitor Research
- Account Management
- Customer Success Strategies
- Performance Metrics & Reporting
- Service Presentation & Demonstration
- Operational Process Improvement

Tools & Software

- LinkedIn Sales Navigator
- Google Workspace
- Microsoft Office Suite (Excel, Word, PowerPoint)
- XRM CRM
- Zoom, Slack, Teams