

Nabil Ishak Sabry Attia

TOP MANAGEMENT: CEO | Managing Director | VP Muscat, Oman & Egypt

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Profile

Strategic business executive with over 30 years of proven track record in managing business, sales & marketing, manufacturing, operations, and finance in senior leadership roles across diverse organizations. Proven ability to successfully turn around organizations using innovative business strategies and prudent financial management; seeking challenging senior managerial assignments with a professionally managed organization.

Core Skills & Keywords

Strategic Planning; Business Development; Sales & Marketing; Business & Market Alignment; Economic Evaluation; ROI Analysis; Senior Management Representation; Operational Setups; Budgeting & Cost Control; Process Restructuring; Project Management; Change Management; SLA Compliance; Manufacturing; Quality Assurance; Vendor Management; Stakeholder Interaction; Organizational Development; Finance & Accounts Management; Team Development & Leadership; Six Sigma (DMAIC); Lean; ERP (SAP); ISCALA; Pricing Strategy; Negotiation; Corporate Finance & Restructuring; Governance, Risk & Control (GRC); Due Diligence; Business Valuation; Supply Chain; Sales & Operations Planning; Global Supply Chain Management; Leadership.

Selected Value-Offered Highlights

- Turned around Egypt operations post 3 years of losses by implementing small chillers as well as R407 (illusion) units and the new design for fan coils to be exported to Europe.
- Implemented Six Sigma concepts to optimize quality and minimize cost using the DMAIC (Define, Measure, Analyze, Improve, Control) technique.
- Played a key role in implementing new products in Europe (40% less than Daikin and 20% less than Epinal with the same quality) via NPV/IRR project feasibility.

Professional Experience

Scylla AI

Jan 2025 – Present

Country Manager – Egypt and North Africa

- Lead regional operations, business development, and client engagement for Scylla AI's advanced AI-powered video analytics and CCTV security solutions across Egypt and North Africa.
- Expand Scylla's market presence across critical sectors including critical infrastructure, transportation, oil & gas, retail, and government security agencies.

- Build and strengthen partnerships with system integrators, distributors, and strategic clients to drive adoption of Scylla's solutions.
- Oversee and execute the full go-to-market strategy, including market entry planning, project execution, and after-sales support.
- Ensure that Scylla's cutting-edge technologies in threat detection, anomaly recognition, and situational awareness are adapted to meet local and regional requirements.
- Leverage extensive experience in managing cross-border teams and large-scale technology projects to drive successful implementation and customer satisfaction.
- Position Scylla AI as the trusted partner of choice for intelligent security and risk mitigation solutions across Egypt and North Africa.

Bin Omeir Group of Companies (Oman–Muscat)

Jan 2021 – December 2023

Group General Manager

- Setting a full strategy for each division in the group, along with all actions needed to achieve a minimum growth of 30% in both sales and profitability.
- Defining all related KPIs for each division team to ensure full alignment with the set strategic objectives.
- Setting policies and procedures for each division and ensuring full implementation using ODOO ERP.
- Implementing the Property Management System (PMS) ERP for operational efficiency and process standardization.
- Liaising with banks to ensure proper funding for operations and projects.
- Ensuring full compliance with all applicable regulatory bodies and requirements.
- Preparing and executing a full, detailed renovation plan for FunZone to position it as one of the best entertainment destinations in Oman.
- Holding full P&L responsibility for the group.
- Leading, managing, and motivating all teams to deliver on strategic and operational objectives.

Best Solutions (Consultancy firm)

Sept 2018 – Dec 2021

Chief Executive Officer

- Lead the company's vision and strategy as CEO of Best Solutions Consulting Firm, driving innovative and results-oriented consulting services across diverse industries.
- Build and nurture long-term client partnerships by delivering tailored solutions that address complex business challenges, enhance operational excellence, and unlock sustainable growth opportunities.
- Combine strategic insight with hands-on execution to ensure measurable impact, maximize client outcomes, and create lasting value for organizations served by the firm.

Franke Kitchen Systems Egypt S.A.E

Aug 2008 – Aug 2018

Managing Director – Egypt operations

- Assigned additional charge of the washroom systems division in the Middle East area due to consistent and exemplary service delivery.
- Held full responsibility over the sales and marketing as well as the manufacturing process.

- Developed the built-in appliances business from scratch and implemented a strong distribution channel.
- Expanded the sanitary division sales and broadened the sanitary ware distribution channel.
- Defined and implemented strategies for retaining or enhancing existing market share and identifying and developing revenue and profitability enhancement initiatives.
- Restructured business strategies based on collated market intelligence on competition and other market trends.
- Built and maintained productive business relationships with key decision makers across existing client and prospect organizations to enhance business opportunities.
- Delivered qualitative presentations highlighting organizational capabilities to existing clients and prospects for effectively closing identified business deals.
- Optimized resource utilization and streamlined processes by monitoring organizational workflow to enhance operational efficiency and profitability.
- Evaluated and approved organizational operational procedures, policies, and standards aligned to industry benchmarks.
- Aligned organizational growth objectives to prevailing market conditions based on evaluation of reports and financial statements.
- Managed day-to-day administrative aspects and acquainted team members with organizational growth objectives to ensure smooth functioning of operations.
- Conducted performance evaluations of executives and provided productivity enhancement feedback.
- Organized training sessions for team members aligned to identified training needs.
- Presented company reports at Board of Director meetings.
- Spearheaded company planning and policy-making committees.

Trane S.A.E

Feb 2002 – Aug 2008

- *Managing Director / Regional Director – Sales and Marketing* Feb 2003 – Aug 2008
 - Collaborated with Board of Directors in defining and implementing strategies for retaining and enhancing existing market share in the assigned territory.
 - Prepared and implemented annual budget; maintained P&L, investments and cash flow; participated in contract negotiations with customers and suppliers based on business and operational requirements.
 - Developed rapport with existing clients and prospects for identifying and closing new business opportunities.
 - Maintained regular interaction with customers (operators and subcontractors), vendors, suppliers, staff, business society and authorities for maintaining seamless operations.
 - Set up and spearheaded team efforts in accomplishing business targets aligned to existing market trends; evaluated sales data to ascertain product performance and other business factors for implementing mitigation plans.
 - Prepared and followed up on sales forecasts for restructuring business strategies; managed budgets for various sales programs for maintaining organizational bottom lines.

- Rendered qualitative presentations on sales status to senior leadership and stakeholders for decision making.
- Enhanced client satisfaction through qualitative service delivery and effective end-user trainings; groomed and mentored potential leaders in the team to take up future leadership roles.
- Results: Rated high for accomplishing sales growth from \$10 Million to \$26 Million for 3 years (2003–2005).

• *General Manager – Operations*

Dec 2002 – Feb 2003

- Collaborated with support teams in transitioning organization from standalone to integrated in EMAIR operations; partnered with the Board of Directors in defining and implementing organizational business strategies.
- Enhanced operational efficiency of the distribution team by ensuring compliance to delivery schedules at optimized costs.
- Highlighted critical internal/external issues with potential business impact to the Board of Directors for resolution.
- Rendered consultancy to the Board regarding day-to-day activities; acted as point of contact between the Board, Chairman, CEO and staff as well as spokesperson for the organization.
- Prepared and implemented operational plans aligned to strategic directives and new policies/procedures; restructured existing policies for board approval.
- Spearheaded planning, implementation, and evaluation of programs and services aimed at qualitative service delivery.
- Capex/Systems: Invested \$1 Million for plant and warehousing capacity expansions and generated \$600,000 positive segment income for the first time in the history of that plant; acquired approval from corporate HQ (U.S.) to invest \$140,000 in ISCALA computer integrated system.

• *Financial Director* Feb 2002 – Dec 2002

- Collaborated with senior management and external auditors to manage the annual audit process.
- Evaluated and presented financial reports including monthly and annual financial statements to senior management.
- Collaborated with management in implementing business expansion plans including updating and implementing business policies and accounting practices.

Previous Assignments

1990 – 2002

- Primagaz Group (SHV Holdings N.V.) – *Finance and Administration Manager* Jun 2000 – Jan 2002
- Elf Oil Egypt – *Finance and Administration Manager* Sep 1999 – Jun 2000
- Dow Chemical – *Finance and Administration Manager* Oct 1996 – Sep 1999
- Middle East Glass (Coca-Cola affiliate) – *Financial Analysis, Costing and Budgeting Manager* Jul 1995 – Oct 1996
- Procter & Gamble – *Senior Accountant* May 1993 – Jul 1995
- Schlumberger Dowell – *Senior Accountant* May 1990 – May 1993

Leadership Strengths & Highlights

Strategic Planning. Well versed in strategic decision making, business process engineering, quality assurance, change management; maintain organizational effectiveness and efficiency by defining, delivering and supporting strategic plans for accomplishing business objectives. **Business Development.** Demonstrated ability in development and preparation of short-term and long-range plans as well as budgets based upon broad organization goals and objectives; spearhead development and installation of procedures and controls to promote communication and adequate information flow to solidify management control and direction of the enterprise.

Sales & Marketing. Developed sales and marketing division by applying state-of-the-art CRM and commission schemes to double sales; special focus on building the built-in appliances business from scratch to market leadership; inaugurated a state-of-the-art showroom showing full capability of Franke products worldwide.

Manufacturing. Developed SAP ERP and manufacturing; applied Lean, Six Sigma and shopfloor KPIs; invested in new technology lines to match market product requirements; used Six Sigma DMAIC for process improvements to drive efficiency, productivity, quality, cost effectiveness and on-time delivery to meet customer expectations.

Operations Management. Managed teams to work in sync with company parameters; motivated teams toward business and individual goals; identified talent and aspirations; facilitated skill enhancement enabling career growth.

Client Engagement. Highly organized and client-focused; skilled at interacting with clients, understanding requirements and devising customized solutions to ensure satisfaction and repeat business.

Finance & Accounts Management. Prepared annual budgets; evaluated and interpreted financial plans and related factors to highlight organizational financial health; maintained cash flow and forecasts to enhance bottom lines.

Team Building & Leadership. Visionary and decisive leader with practical management style; strong organization, communication, presentation and interpersonal skills; proven ability to lead and motivate large cross-functional and multi-cultural teams.

History of Excellence In

Strategic Planning; Business Development; Sales & Marketing; Business & Market Alignment; Economic Evaluation; ROI Analysis; Senior Management Representation; Operational Setups; Budgeting & Cost Control; Process Restructuring; Project Management; Change Management; SLA Compliance; Manufacturing; Quality Assurance; Vendor Management; Stakeholder Interaction; Organizational Development; Finance & Accounts Management; Team Development & Leadership.

Credentials (Academics)

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| • Chartered Certified Financial Consultant, Canadian Association of Financial Consultants | 2005 |
| • Fellowship of the Association of Certified Public Accountants in England, CPA International | 2001 |
| • MBA (Financial Management), City University – Seattle, Washington | 2000 |
| • B.Com (Accounting) & B.A. (English), Helwan University | 1988 |

Professional Enhancement

Certified Six Sigma Green Belt; Chartered Business Administrator; Advanced Computer Science Certificate; Remote Team Management; Implementing Employee Development; Business Objects and PowerPlay for reporting; SAP system applications in Costing, A/P, A/R and General Ledger; Controllers Training; Presentation Skills; Pricing Strategy; Negotiation Skills; Project Management; Chase Manhattan Credit Course (AUC); Advanced Marketing (American Chamber of Commerce); New Egyptian Labor Law; Tax and Social Insurance Laws; Sales & Operations Planning; Global Supply Chain Management Program; Leadership; Supply Chain; Management in Challenging Times; Training with the American Chamber of Commerce, Arthur Andersen, PricewaterhouseCoopers, German Chamber of Commerce in local Taxation (Corporate, Payroll and Sales Tax) and Social Insurance systems, and Companies Valuation.

Professional Affiliations

Board member and treasurer – Swiss Egyptian Businessmen Association (SEBA); Member – American Chamber of Commerce in Cairo (AMCHAM); Member of Lions social organization worldwide and Egypt; Fellow – Association of Certified Public Accountants in England (UK); Member – Institute of Management Accountants (IMA), USA; Member – Lions Club International; Member – Association of Chartered Business Administrators, Canada.

Languages

English; Arabic.