

Eslam Helmy Gomaa

Logistics and Warehouse Supervisor

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Results-oriented Logistics and Warehouse Supervisor with over 11 years of experience in overseeing warehouse operations, managing inventory control, and driving supply chain optimization. Expertise in transportation planning, third-party logistics (3PL), and cost reduction, with a proven ability to enhance operational efficiency, reduce expenses, and ensure on-time deliveries. Adept at leading teams, implementing process improvements, and maintaining strict compliance with warehouse safety standards. Skilled in performance metrics, Total Productive Maintenance (TPM), and product quality assurance, consistently improving warehouse performance and customer satisfaction. Strong track record in managing budgets, executing transportation strategies, and ensuring inventory accuracy, while optimizing order fulfillment and improving overall service delivery. Committed to continuous development, delivering results, and ensuring the highest levels of efficiency and safety in all aspects of warehouse and logistics operations.

SKILLS

- Warehouse Operations Management
- Inventory Control & Management
- Logistics & Distribution Coordination
- Team Leadership & Staff Management
- Transportation Planning
- Supply Chain Management
- Warehouse Safety & Compliance
- Total Productive Maintenance (TPM)
- Performance Metrics & KPIs
- Cost Reduction
- Stock Replenishment & Order Fulfillment
- Third-Party Logistics (3PL)
- Customer Relationship Management
- Process Improvement
- Quality Control & Product Quality Assurance

PROFESSIONAL EXPERIENCE

CEO – Sales & Distribution Strategy | G&F Group Trade & Distribution Nov 2022 - Present

- Negotiate and secure distribution agreements and agency contracts with manufacturers, expanding product offerings in the snacks, biscuits, and candy categories, while enhancing market presence and driving business growth.
- Develop and execute comprehensive sales strategies to increase market share, optimize product visibility, and ensure effective product penetration across targeted regions.
- Oversee and manage sales performance, ensuring key sales targets and KPIs are consistently met, contributing to long-term profitability and sustained growth.
- Lead and supervise the operations of sales teams, including sales representatives, key accounts, and the wholesale sector, ensuring all activities align with company objectives and customer expectations.
- Monitor and analyze sales performance metrics, taking corrective actions as needed to align with business goals and enhance overall sales outcomes.
- Manage the opening and operation of new stores and distribution agencies, with a focus on the food product sector (snacks, biscuits, candy), ensuring seamless execution of sales strategies and achieving regional growth targets.
- Set, track, and evaluate monthly product goals, providing guidance to the sales team to meet targets, and lead promotional campaigns to boost market presence and expand customer reach.

Sales Manager | Sales Department, Dolphiner Polyester Yarn (Woven Label – Textile) Jul 2020 – July 2022

- Led end-to-end sales operations, managing customer accounts, contract negotiations, inventory oversight, and ensuring on-time product delivery, with direct reporting to the CEO.
- Negotiated and secured annual sales contracts for woven label and textile yarn products, aligning business objectives with customer requirements to drive growth and maintain long-term relationships.
- Optimized sales performance by tracking supply chain processes and ensuring efficient, timely delivery of yarns to factories, meeting customer demands and enhancing operational efficiency.
- Coordinated production and inventory management, collaborating with warehouse teams to monitor stock levels, generate purchase orders, and ensure smooth product availability and delivery.
- Directed customer account management operations, overseeing account statements, collections, and ensuring timely and accurate completion of all financial transactions.
- Monitored and analyzed key performance indicators (KPIs), including on-time order delivery, throughput, and sales achievements, implementing improvements to drive consistent performance.
- Developed and presented annual sales reports and warehouse stock assessments, providing actionable insights for decision-making and collaborating with marketing teams to expand customer base and market share.

Logistic supervisor | Customer Service Department, Al Wefag Trading & Manufacturing Co. Ltd (Jeddah, Saudi Arabia)

Jun 2016 – Jun 2020

- Managed warehouse operations by overseeing both inbound and outbound goods, ensuring accurate coordination with the main warehouse for efficient product orders and inventory replenishment.
- Led the Jeddah warehouse branch, supervising day-to-day operations and delivering comprehensive daily reports to upper management, focusing on sales, inventory levels, and operational performance.
- Generated and submitted daily sales and warehouse reports, providing real-time updates and accurate data to facilitate informed management decisions and align with business objectives.
- Conducted monthly physical inventory audits, maintaining strict accuracy in stock levels, monitoring product quality, and submitting detailed inventory reports for continuous operational improvement.
- Supervised warehouse activities, including managing staff, storekeepers, and drivers, focusing on improving operational performance and enhancing team efficiency to meet business goals.
- Analyzed customer returns, identifying key trends such as near-expiry, damaged, and expired products, and implemented corrective actions to reduce return rates and enhance customer satisfaction.
- Coordinated delivery schedules and routing plans for drivers, ensuring timely and accurate fulfillment of orders while minimizing delays and optimizing the logistics process.
- Monitored product expiration dates and ensured product freshness across all branches, coordinating inventory turnover to meet customer demands and maintain product quality.
- Managed invoice preparation and delivery for all sales customers, ensuring the accurate and timely dispatch of invoices, addressing customer supply needs, and confirming on-time delivery of product.

Logistics Supervisor | Supply Chain Department, Al-Ahram Beverages Company (Heineken Egypt Subsidiary)

Sep 2013 – Jun 2016

- Led and optimized warehouse operations, improving service levels, distribution efficiency, and ensuring timely deliveries to customers while maintaining accurate reporting and operational control.
- Managed third-party distribution processes, ensuring precise and on-time deliveries, enhancing logistical accuracy, and improving overall supply chain performance.
- Developed transportation strategies, including regular and seasonal plans, while monitoring key performance indicators (KPIs) to enhance distribution efficiency and optimize operational costs.
- Controlled and reduced transportation-related expenses, such as fuel and vehicle maintenance, while ensuring high-quality service and maintaining budgetary goals.
- Oversaw inventory management by ensuring proper receipt, storage, and handling of packaging materials, maintaining seamless stock control system integration, and ensuring accurate and up-to-date inventory records.
- Maintained warehouse hygiene and safety standards, implementing strict protocols for PPE usage, developing safe work practices, and enforcing environmental cleanliness to minimize accidents and ensure compliance.
- Provided leadership in team management, overseeing staff performance, coordinating with multiple stakeholders (purchasing teams, other plants, contractors, and regulatory bodies), and ensuring smooth logistics operations while meeting departmental and company goals.

Telesales Representative | Solution Egypt (Marketing)

Apr 2013 – Sep 2013

- Conducted telesales outreach, promoting marketing solutions and services to potential clients, aiming to generate leads and drive sales.
- Engaged with customers to identify their needs, providing tailored product recommendations and ensuring customer satisfaction throughout the sales process.
- Collaborated with the sales team to track progress, follow up on leads, and contribute to meeting sales targets, enhancing overall business growth.

Manager of Movement | Eagle Egypt Express (Government Services)

Mar 2013 – Sep 2013

Individual Experience Certificate and Information Systems | Armed Forces

Jan 2012 – Mar 2013

Customer Service Representative | Honest Group (Communication)

Jun 2009 – Jun 2012

COURSES & PROFESSIONAL DEVELOPMENT

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| • Diploma in Business Administration | 2021 |
| • International Computer Driving License (ICDL), Ministry of Defense Systems and Information Institute | 2012 |
| • English Language Course, Ministry of Defense Language Institute, Cairo | 2009 |

EDUCATION

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| • Bachelor of Arts in European Civilization, Faculty of Art, European Civilization Department Ain Shams University | 2011 |
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LANGUAGE

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| • Arabic: Native | English: Intermediate |
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