

AHMED ESSMAT

Strategic CX & Operations Leader | Market Expansion | Sales Growth | Digital Transformation

 ahmedabdelgawad8888@gmail.com  +20 1024557722  linkedin.com/in/ahmed-essmat-elsayed

Professional Summary

Dynamic CX and Operations leader with 10+ years of driving transformation, efficiency, and customer-centric growth in e-commerce. Proven track record in launching high-impact market expansions, slashing delivery times by 20%, and raising NPS and CSAT scores through data-driven strategies and team empowerment. Adept at managing large-scale projects, optimizing B2B operations, and delivering measurable P&L impact. Certified Six Sigma Black Belt with a passion for building high-performing, cross-functional teams and deploying digital solutions that scale. Trusted to turn customer experience into a true business advantage.

Core Competencies

Strategic CX Operations & Journey Mapping

Market & City Expansion Strategy

Offline Sales & GTM Execution

SLA & KPI Performance Management

Process Automation & Improvement (Six Sigma)

Digital Transformation Initiatives

Project & PMO Leadership

B2B Workflow Optimization

Stakeholder & Regulatory Management

Cross-Functional Team Leadership

Customer Satisfaction (CSAT/NPS) Improvement

CRM & BI Tools (Salesforce, MoEngage, Power BI)

Certifications

Six Sigma Black Belt

Process Improvement & Quality Management

Project Management Professional (PMP)

Advanced Project & PMO Leadership

Customer Experience Management

CX Strategy & Journey Optimization

Digital Transformation Leadership

Technology Integration & Change Management

Lean Operations & Process Excellence

Operational Efficiency & Waste Reduction

Professional Experience

Head of Offline Marketing, Sales & City Expansion

Jumia Egypt | Cairo, Egypt | Jul 2024 – Present

- Drove offline sales and GTM strategy, exceeding KPI targets by 15–20% in Cairo, Giza, and Canal Cities.
- Launched 10+ pickup stations and led 500+ activation events within 5 months, increasing order volume by 25% and reducing average delivery time by 20%.
- Built and scaled a new field agent lifecycle program (recruitment, onboarding, coaching, and performance tracking).
- Revamped customer communications and CRM automation (MO Engage, Salesforce), achieving a 30% reduction in churn and increasing retention.
- Managed cross-functional collaboration (Commercial, Marketing, Logistics, Finance) to ensure operational excellence and 6+ months of consecutive over-achievement on KPIs.
- Oversaw field activation budgets and vendor relationships, optimizing spend for maximum ROI.

Senior Manager – Customer Operations (CXP | CPA | B2B)

Jumia Egypt | Jan 2020 – Jul 2024

- Achieved 20% reduction in delivery timelines and maintained a 95% on-time delivery rate for 12+ months.
- Led VoC (Voice of Customer) programs, boosting NPS scores by double digits through actionable insights and process improvements.
- Streamlined refund processing by 60%, enhancing customer trust and reducing complaint volume.
- Directed PMO reviews across operational units, driving strict SLA adherence and accountability.
- Eliminated key bottlenecks in B2B processes, raising delivery and returns efficiency.
- Acted as Head of Customer Experience during leadership transition, overseeing Shopping, Delivery, Returns, and Compliance.

Customer Experience Manager – Jumia Food & Marketplace




Jumia Egypt | Dec 2018 – Jan 2020

- Orchestrated the operational launch of Jumia Food in Egypt; hired and developed support teams, built order flows, and introduced real-time KPI dashboards (Power BI).
- Improved returns handling efficiency and fulfillment speed, achieving a 99% on-time delivery rate in Cairo & Giza.
- Standardized queue management and escalation policies, and led training for cross-functional teams on Lean delivery.

Earlier Roles

- Queue Management & Process Optimization Expert**, Jumia Egypt
- Senior Customer Service Associate**, Jumia Egypt
- Operations Manager**, Marassi (Emaar Misr)
- Support Specialist**, Du Telecom UAE / Etisalat UAE

Key Achievements

-  Delivered a 20% cut in last-mile delivery times, and a 25% boost in order volume in less than 6 months.
-  Successfully launched 10+ pickup stations and coordinated 500+ field activations.
-  Consistently achieved or exceeded all KPIs, resulting in sustained operational excellence and business growth.