

Mostafa Issa

Operations & Sales Leadership | Organizational Structuring

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Professional Summary

Senior operations and sales leader with over 25 years of experience across Egypt and Saudi Arabia. Specialized in structuring complex environments, reducing operational entropy, and aligning human, technical, and commercial dimensions to achieve clarity and sustainable performance. Early contributor to digital transformation and document digitization initiatives since 2000.

Core Skills

Operations & Organizational Structuring; Sales Leadership & Business Development; Integrated Solutions (ELV / Low Current / Security / AV / Networking); Digital Transformation & Document Management; Executive Presentations & Public Speaking; Persuasive Communication & Negotiation; AI-Assisted Decision Support; Cross-Functional Coordination

Professional Experience

Founder & Lead Architect – Structure 24 (2023 – Present)

Independent organizational framework and consulting practice focused on reducing operational and social randomness through structured systems design and applied social analysis.

Founder & Operations Manager – Mayooti (2023 – 2025)

Community-based initiative centered on dialogue and human interaction. Organized and moderated live discussions and public sessions, serving as applied social field research supporting Structure 24.

Solutions Manager – Western Region | National Solutions Company (2021 – 2022)

Managed integrated technical solutions portfolios and acted as the primary interface between clients and technical execution teams.

Head of Sales – Integrated Solutions | Al-Ajou Trading Group (2014 – 2021)

Built and led the Integrated Solutions Department from concept to full operation, managing key accounts and complex solution sales.

Sales Supervisor – ELV / Low Current Systems | ESE (2009 – 2014)

Sales Manager – Canon Authorized Partner | Al-Ajou Trading Group (2001 – 2009)

Led sales teams for Canon digital color imaging systems and large-format scanners, delivering end-to-end digitization solutions combining Canon hardware with ADOS and Adobe software.

Sales Representative – Canon Egypt (2000 – 2001)

Awarded Canon Middle East Best Sales Performance (2001) for digital imaging and document digitization solutions. Nominated and traveled to France for official recognition.

Education

Bachelor of Social Work (BSW) – Cairo University (1996). Intensive field training at the Juvenile Welfare Department and Al-Abbasia Psychiatric Hospital.

Professional Interests

Public speaking and moderated discussions; Organizational and social systems analysis; Reading in philosophy, history, and systems thinking; Producing short documentary films.