



ASHRAF MARZOUK

INNOVATION, QUALITY, PRODUCT
DEVELOPMENT, R&D EXPERT (FMCG)

CONTACT DETAILS

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EDUCATION

- Bachelor of Science, Biology and Chemistry (2001 – Zagazig University – Egypt)
- Competitive Strategies and Innovation Leadership Course in IESE Business School in Spain (2010)
- Project Management Professional Course from Management Center Europe in Belgium (2009)
- Certified Lead Auditor ISO 9001:2015, ISO 22000, FSSC 22000, 18001 OHSAS (SGS, 2017) and ISO 14001 (Intertek, 2017)
- Certified Internal Auditor for TQM & ISO standards (DQS, 2007)

Area of Expertise

- FMCG
- R&D
- New Products Development
- Formulation
- Quality assurance and quality control
- Patents Management & Freedom to operate
- Managing Labs.
- Audits
- Compliance and governances of company products with international & local standards specifications of the countries.
- People Management
- ISO 22000 Food Safety, BRC 7 & HACCP
- Lean Manufacturing,
- Overall equipment efficiency (OEE)
- Competitor's analysis monitoring programs.
- Supplier's appraisal and evaluation.

LANGUAGES

- **Arabic:** Native **English:** Fluent

ABOUT ME


- *Experienced Biochemist worked as Group Innovation and Quality Manager with a demonstrated history of working in the detergents, cosmetics, chemicals, forest products & paper industry. Highly skilled in Product Development & Innovation Management, Quality Management, Internal Audit, Consumer Products and Production Management.*
- *I have 17 years of work experience which are mostly in **Henkel worldwide** – where I worked and lived in three different countries; Egypt, Germany - Head Quarter (2 years) and UAE (3 years) for regional and global positions.*
- *I have also knowledge and experience in tissue paper industry as I have worked as **Group Innovation and Quality Manager** for **Zeina Group**, one of the top tissue manufacturers in Egypt & Middle East.*
- *Visited Countries for business and personal development: Egypt, Saudi Arabia, Germany, UAE, Turkey, Tunisia, Algeria, Morocco, Kenya, France, Belgium, Netherlands, Czech Republic, Italy, Spain, Austria, Lebanon, Syria, Jordan, Qatar, Iran, England, South Africa, Denmark, Russia and India*



TOP ACHIEVEMENTS

- 1- *Developing several formulas for laundry & home care with Henkel for famous brands like (Persil, Pril, Vernel, General, X-tra, Fa, Bac, Dac, Glatt, Bonawell, Taft)*
- 2- *Develop new products for Zeina tissues*
- 3- *Henke's Innovator award of the year (2011 & 2013)*
- 4- *Establishment of Henkel's Laundry and Home Care Regional R&D lab in Dubai*
- 5- *11 Filed patents in the field of Detergents formulations, <https://patents.justia.com/inventor/ashraf-marzouk>*
- 6- *Applying best Practices in several cosmetics plants*
- 7- *Developing & Training of several persons to be professional QC/QA specialists & Professional Product Developers*

Title	Employer	From:	To:	Brief Job Description
Industry Technology Manager (Africa)	Novozymes  Nairobi & Cairo	October 2018	Now	Provide customer and industry technology insights, Support the Industry Group (Household Care) by identifying and qualifying prospects and sales opportunities including new applications, Initiate plans and coordinate technical activities, Lead near to market Innovation towards the customers, Guide formulation and Lab teams to deliver the best technical knowledge to current and potential customers.
Group R&D Director (Africa, Middle East and Turkey Markets)	Madar Group  Istanbul (HO) & Alex	Jan 2018	May 2018	Direct the Research and Development (R&D) program, from new product proposal to commercialization. Drive accountability, consistency, quality, and process standardization across all phases of research and development.
Group Innovation and Quality Manager	Zeina Tissue Products Egypt	Aug 2016	Sep 2017	Leading the development of new products and be accountable for the execution of agreed product development objectives and strategies, responsible for the overall QC & QA systems within the organization
Laundry Care Senior Product Development Manager	 UAE, Dubai	Sep 2015	Jul 2016	Responsible for all product development activities pertained to laundry care products in middle east & Africa
Home Care Senior Product Development Manager		Jul 2013	Aug 2015	Responsible for all product development activities pertained to home care products in middle east & Africa
Home Care Product Development Manager	 Egypt	Jul 2011	Jun 2013	
Head of Global R&D Chemistry - Laundry High Suds	 Germany	Jul 2009	Jun 2011	Responsible for all product development activities pertained to high suds products globally

Title	Employer	From:	To:	Brief Job Description
Junior Brand Manager (General APC)	 Excellence is our Passion Egypt	Jan 2009	Jun 2009	Contributes to executing a marketing plan, strategy, and communications, and creating schedules for product launches.
Detergents R&D Manager		Dec 2006	Jun 2009	Responsible for all R&D activities in Henkel Egypt.
Powder Detergents R&D Section Head		Mach 2006	Dec 2006	Supervising of R&D activities of powder detergents products.
Cosmetics Q&D Section Head		March 2004	Feb 2006	Support and supervise all QC & QA + R&D activities related to all processes of Cosmetics products (Production – Toll manufacture Management).
Cosmetics Q&D Chemist		March 2003	Feb 2004	Physical & Chemical analysis of all RM, PM, Semi-FP, FP of cosmetics products.
Detergents QC Chemist		Jul 2002	Feb 2003	Physical and Chemical analysis of all Detergent raw and packaging materials in addition to semi finish products & finish products.



Biggest Product (RE)/Launches

- First Henkel's Bonawell Hair Oil worldwide
- First Henkel's Taft Hair Gel launch in Egypt
- First Persil Low Suds (Bouquet), first detergent with 5 different scents in one product
- First Dac Super Disinfectant formula with OPA-TECH.
- First Persil Gel Low suds formula with Thermal Stable Enzymes
- First Pril Hand Dish Washing Liquid with viscosity > 5000 mPas without using any thickener
- First Pril Hand Dish Washing Liquid with Stable Enzyme in Middle East and Africa
- First Persil's Soluble Builder based powder formula launch in Middle East and Africa
- First Zeina Can Package for Cars launch in Egypt
- First viscous Vernel fabric softener formula without using a thickener and First Vernel Easy rinse formula launch in Egypt
- First Madar's soluble builder/environmental friendly powder detergent formula in Egypt with > 3.6 Million EGP "annual saving"

References are available upon request.

Many Thanks
