

Mohamed A. Zohairy

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SUMMARY

A reliable, innovative, and business-oriented R&D leader with proven track record of delivering successful product launches and packaging technology projects. Through 15+ years of working in FMCG and B2B R&D roles, could acquire a valuable market experience within EMEA region as well as an extensive technical, leadership, and organizational expertise.

CORE COMPETENCIES

- Global trainer – Design for vertical startup.
- Packaging Sustainability transformation.
- Projects leadership, planning, and execution.
- Product innovation and industrialization.
- Consumer research and insights.
- Packaging equipment and technologies.
- Testing standards development.
- Supplier relationship management.

EXPERIENCE

Mars (April 2022 – Present)

www.mars.com

- **Position:** **Scientific & Regulatory Affairs Manager - MEA**
- **Responsibilities:**
- Represent Mars Wrigley in external regulatory forums and technical committees.
 - Leads the MEA external scientific and regulatory strategy
 - Leads work streams to drive compliance to Regulatory changes, and Regulatory Standards

Mars (Dec.2017 – April 2022)

www.mars.com

- **Position:** **MEA Packaging Technology Manager.**
- **Responsibilities:**
- Technology Research & Management.
 - Industrializing Innovations
 - Project Management.
 - Supplier Development, Procurement & Supply Chain support.
 - Specifications & Quality Systems.
 - Training & Capability Building.
 - Packaging sustainability & leveraging connections.
 - Continuous Improvement.

Mars (July.2017 – Dec.2017)

www.mars.com

→ **Position:** **Senior Packaging Technology Scientist MENA.**

- Responsibilities:
- Leads the discovery and translation for regionally-led chocolate NPD/efficiency activities.
 - Partners with the Chocolate Category Business Unit (CBU) to deploy new innovation in the region and translate the CBU design into desirable, feasible & viable solutions for MENA.
 - Responsible for leading a range of Chocolate Packaging activities within R&D.
 - Accountable for delivering R&D project milestones for allocated projects, from Packaging conception through to execution.
 - Supporting and consulting on Packaging changes within the existing range.
 - The R&D interface with other functions (Marketing, Commercial, CMI, Pack Compliance etc.).
 - Applying creative skills/knowledge of Packaging and a thorough understanding of supply network (including co-manufacturers) to deliver Packaging that deliver against specified attributes.
 - Identifying new Packaging opportunities and translating them into attributes using a variety of Consumer and Sensory tools.
 - Defining relevant quality attributes, sometimes with the use of advanced measurement techniques.

Mars (Nov.2015 – Jun.2017)

www.mars.com

→ **Position:** **Packaging Technologist MENA.**

- Responsibilities:
- New Packaging Development (NPI)/Affiliates projects.
 - COGS & Continuous Improvement.
 - Specification database owner.
 - Troubleshooting.
 - Quality systems & training.
 - Artwork Approvals.
 - Supplier Management Support.

Henkel (Jan.2013 – Nov.2015)

www.henkel.com

→ **Position:** **R&D Packaging Manager - Henkel LHC – Egypt**

- Responsibilities:
- Implementation of the company policy with regards to management of packaging for Laundry & Home care category.
 - Developing and updating specifications of packaging in conformity with corporate guidelines.
 - Evaluating, developing, and regularly auditing suppliers.
 - Supporting PIM teams with R&D input with regard to projects execution time frame and CPS's.
 - Generation of consumer insights, and turning it into new developments and product innovations.
 - Leading production trials / tests for new packaging developments.
 - Support SC & suppliers with troubleshooting packaging-related issues.
 - Qualifying new molds and following up on existing molds status.
 - Creating bill of materials and maintain packaging data on SAP system.
 - Initiation and implementation of cost saving projects.
 - Support marketing dep. with necessary packaging – related input during launches and promotions.
 - Competitors' products analysis and market watch.

CONVIPACK (Aug.2009 – Jan.2013)

www.convipack.com

→ **Position:** **Product Development Manager.**

- Responsibilities:
- To define product requirements, technical evaluation and testing criteria needed to ensure that products meet the customers' function needs.
 - To develop production process including equipment and raw materials in order to improve the overall process efficiency.
 - To provide recipes and technical guidelines to production and quality control departments.
 - To work closely with sales and marketing teams to provide technical support for customers.

SHOUMAN Industrial Group (Oct.2006 – Aug. 2009)

www.shouman.com

→ **Position:** **R&D Engineer.**

- Responsibilities:
- To manage, and follow-up material research and development projects
 - To issue all supplied material specifications and delivery conditions
 - To participate in solving all material-related problems during the production process.
 - To review all incoming material inspection routines.

CONTINUOUS EDUCATION

- **Design for vertical startup program** – Jan 2019
- **Design for Packaging sustainability** – Nov 2019
- **Crucial Conversations** – 15 hours course - Mar 2016
- **Personal Effectiveness** - 30 hours course - Aug 2013
- **ISO 9001, 14001, OHSAS 18001 foundation** 30 hours course – SGS - May 2013
- **ISO 9001, 14001, OHSAS 18001 Internal Audit**- 14 hours course – SGS –May 2013
- **ISO 50001** 8 hours course – SGS - May 2013
- **Training and Development**- 40 hours course - Mar. 2010 -(New Horizons)
- **Transformational Leadership &Creative Management** – 15 hours course – June 2010- (HR Certification institute) by (Excellence)
- **Service Marketing** – 40 hours course – Sep. 2009-(New Horizons)
- **Advanced Communication Skills** – 8 hours course – Mar. 2010 - (New Horizons)
- **Effective Time Management** – 8 hours course – Dec 2009 - (New Horizons)

EDUCATION

Cairo University – Faculty of Engineering

- B.Sc Major Metallurgy and Material Engineering 2001-2006
- Graduation Date: May 2006

INTERNATIONAL EVENTS ATTENDED

- **Interpack 2017**, Düsseldorf – Germany, May 2017 (www.interpack.com)
- **Interpack 2011**, Düsseldorf – Germany, May 2011 (www.interpack.com)
- **K 2010**, Düsseldorf – Germany, 27th Oct. – 3rd Nov. 2010 (www.k-online.de)
- **Emballage 2012**, Paris – France, 19-22nd Nov. 2012 (<http://en.emballageweb.com>)
- **FACH PACK 2012**, Nürnberg – Germany , 25 – 27th Sep. 2012 (www.fachpack.de)
- **BIMU 2012**, Milan – Italy, 2-6th Oct. 2012 (www.bimu-sfortec.com)

PROFESSIONAL COMPUTER SKILLS

- SolidWorks CAD/CAM (Packaging and tooling design)
- CATIA® CAD/CAM (Part design, Assembly, Drafting, DMU, and Stress Analysis only)
- Esko CAPE PACK Packaging software
- Packaging modelling and visualization using Cinema 4D.
- SAP ERP system.

PERSONAL INFORMATION

- Date of birth : Jan. 1st , 1985
- Marital status : Married with two children
- Military service : Exempted.
- Driving license : Valid, worldwide.
- Willing to relocate : Yes, worldwide.
- Willing to travel : Up to 50% of time.