

Mohamed Babekir Mokhtar

Business Development & Learning Programs Manager

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Professional Summary

Business Development and Program Operations professional with hands-on experience building education initiatives, managing training programs, developing strategic partnerships, and designing scalable business systems. I have led the growth of learning platforms, coordinated multidisciplinary teams, built operational frameworks, and developed business strategies that transformed ideas into sustainable organizations. My expertise combines business development, education, marketing, and operations to help organizations scale efficiently while creating measurable impact.

Core Competencies

- Business Development
- Strategic Partnerships
- Program Management
- Learning Operations
- Training Management
- Community Development
- Marketing Strategy
- Project Management
- CRM & Customer Journey
- Process Improvement
- Business Modeling
- Team Leadership

Professional Strengths

- Strategic Thinking
- Organized Work Approach
- Strong Communication Skills
- Curiosity and Continuous Learning
- Ability to Translate Ideas into Clear Content

Education

Mashreq University
Bachelor of Mechatronix Engineering

Graduated | 2018 - 2025

Work Experience

Founder & Executive Director

Creative Youth Club (CYC)
Sudan | Dec 2020 – Present

Key contributions

- Built one of Sudan's leading youth learning platforms serving more than 10,000 learners through practical digital skills and entrepreneurship programs.
- Designed and managed the complete operational cycle of educational programs, including planning, curriculum coordination, admissions, student journey, instructor management, quality assurance, and reporting.
- Developed strategic partnerships with educational institutions, NGOs, trainers, and private-sector organizations to expand program reach and community impact.
- Designed scalable operational systems, internal workflows, and SOPs that improved execution efficiency across multiple teams.
- Led marketing, branding, and growth initiatives that significantly increased student acquisition and community engagement.
- Managed multidisciplinary teams across marketing, training, operations, content, and business development.
- Created new educational products, bootcamps, and business programs based on market research and customer needs.
- Oversaw business planning, budgeting, KPI tracking, and strategic decision-making.

Business Development & Marketing Specialist

Al Jazeera Alwaad Training Center
May 2023 – Aug 2023

Key contributions

- Developed business growth initiatives that increased student acquisition and strengthened the center's competitive position.
- Redesigned service offerings based on customer segmentation and market needs, improving customer satisfaction and business performance.
- Built marketing strategies that enhanced brand awareness and generated qualified leads for training programs.
- Collaborated with management to optimize operational workflows and improve the overall student experience.
- Conducted market analysis to identify new business opportunities and recommend sustainable growth initiatives.
- Supported business planning and performance monitoring through data-driven decision making.

Business Development Consultant

Salassill Logistics Project
Apr 2025 – May 2025

Key contributions

- Led the design of a comprehensive business model for a logistics startup, defining its market positioning, customer segments, and revenue streams.
- Conducted market research and feasibility analysis across Sudan, Saudi Arabia, and the UAE to evaluate commercial opportunities and expansion potential.
- Developed a complete Business Model Canvas covering value propositions, partnerships, channels, customer relationships, and cost structure.
- Prepared financial projections, investment requirements, break-even analysis, and growth scenarios to support strategic decision-making.
- Designed an investor-ready pitch deck highlighting market opportunities, competitive advantages, and long-term expansion strategy.
- Worked closely with stakeholders to align the business strategy with operational and commercial objectives.

Executive Director

Microlab Software Company | Jan 2021 – Dec 2022

- Established operational structures and business processes for a software startup during its early growth stage.
- Designed the company's business development strategy and go-to-market plan for software products and services.
- Conducted market research, competitor analysis, and customer validation to support product positioning.
- Coordinated cross-functional teams to ensure alignment between technical development and business objectives.
- Developed strategic partnerships and explored commercial opportunities to accelerate company growth.
- Introduced performance tracking and operational planning practices to improve execution efficiency.

Business Developer

7Coop Cooperative Society | Jan 2022 – Dec 2022

- Contributed to launching Sudan's first cooperative digital platform connecting producers and consumers.
- Designed partnership strategies with local producers and community organizations to strengthen ecosystem growth.
- Improved operational workflows and supply chain coordination, enhancing efficiency and reducing operational costs.
- Conducted business analysis to identify market opportunities and optimize service delivery.
- Supported the development of sustainable business models that balanced commercial performance with community impact.
- Worked closely with stakeholders to strengthen engagement and expand platform adoption.

Franchise Manager & Operations Director

Khoudrji App | Jun 2022 – Jan 2023

- Managed the launch and daily operations of a new franchise branch, ensuring operational excellence and business continuity.
- Optimized supply chain operations to improve inventory availability, reduce waste, and increase operational efficiency.
- Led customer acquisition initiatives through targeted marketing and local partnership activities.
- Developed operational procedures that improved service quality and customer satisfaction.
- Coordinated franchise activities across logistics, quality assurance, and team performance.
- Monitored business performance and implemented continuous improvements to maximize profitability.

Business Developer

SpiralCode Software Company | Mar 2023 – Apr 2023

- Designed integrated business systems to improve sales management, customer relationship processes, and operational efficiency.
- Built customer journey frameworks that enhanced client experience and increased customer retention.
- Collaborated with software development teams to translate business requirements into practical digital solutions.
- Conducted business analysis to identify operational gaps and recommend process improvements.
- Supported strategic planning, product positioning, and market expansion initiatives.
- Developed documentation and business workflows that improved project delivery and internal collaboration.

Certifications

Business Development Institute

- Growth Opportunity Management
- Ecosystem Mapping
- Market Intelligence
- B2B Development
- AI for Business Development

Google

- Data Analytics
- Marketing

HubSpot

- Inbound Marketing

Misk

- Business Administration
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Selected Achievements

- Built and managed an education platform serving 10,000+ learners.
 - Developed multiple business models for startups and SMEs.
 - Led cross-functional teams across education, marketing, and operations.
 - Designed scalable operational systems.
 - Delivered dozens of workshops and training programs.
 - Built partnerships across education, private sector, and NGOs.
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Tools & Platforms

- Microsoft Excel (advanced)
 - Google Sheets, Docs, Forms
 - Notion – system building
 - Data tracking - Analysis & dashboards
 - Content Planning Tools
 - Canva & Ai Tools
 - Social Media Management Tools
 - Procurement documentation
 - Reporting & analysis
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Languages

- Arabic language Native
- English – Professional Working Proficiency