

HANY MHANNY

Email: hany.mhanny@gmail.com

Phone (Egypt): +20 122 258 0767 | Phone (UAE): +971 50 523 8999

Professional Summary

Dynamic leader with 17+ years of experience in event management, marketing, and business development. Proven expertise in driving organizational growth, leading cross-functional teams, and managing multimillion-dollar budgets. Adept at creating innovative solutions and delivering exceptional client experiences across the Middle East.

Career Highlights

- Launched and successfully led two businesses - H2H Experience and 3Pro's for Production Solutions, recognized for innovation in event services.
- Spearheaded high-profile events across the Middle East, managing budgets exceeding \$70 million annually.
- Co-organized the Egypt Defense Expo (EDEX 2018) with Clarion Events, attracting over 300 exhibitors and 10,000 attendees.
- Increased revenue for many projects in UAE & Egypt through strategic business development and relationship building.

Key Skills

- Event Management Software: Cvent, Eventbrite
- CRM Systems: Salesforce
- Project Management Tools: Trello, Asana, MS Project
- Leadership: Strategic Planning, Team Management, P&L Management, Client Relations
- Industry Expertise: Event Production, Exhibitions, Vendor Management, Budgeting
- Languages: Arabic (Fluent), English (Fluent)

Education

Bachelor's Degree in Management Information Systems, Madina Academy, July 2003

Marketing Diploma, Dr. Ehab Mosallam Education Center, February 2013

Computer Science Diploma, Cairo Education Institute, June 2005

Professional Experience

Founder & CEO | H2H Experience

March 2022 - Present | UAE - Dubai, Cairo, Egypt

- Launched and led H2H Experience, specializing in event innovation and client solutions.
- Oversaw high-profile projects, managing budgets exceeding \$70M annually.
- Built a reputation for exceptional brand experiences across the Middle East.

Co-Founder | 3Pro's Production Solutions

December 2023 - Present | Cairo, Egypt

- Established a production facility to support events and exhibition services.
- Collaborated with cross-functional teams to deliver seamless project execution.

Business Representative Egypt and Middle East | BAKUZA

March 2022 - Present | UAE - Egypt

- Represented BAKUZA in expanding business opportunities across Egypt and the Middle East.
- Built strategic partnerships to enhance market presence and revenue growth.

Production Director | BAKUZA

April 2021 - February 2022 | Cairo, Egypt

- Directed production operations for various high-profile events.
- Managed cross-functional teams to ensure the timely delivery of projects.

Director of Operations and Production | CUT Communication

June 2019 - December 2020 | Cairo, Egypt

- Oversaw operational strategies to optimize event production processes.
- Managed client relations and vendor negotiations to ensure project success.

Account Director | Tactics Advertising & Events

September 2018 - May 2019 | Cairo, Egypt

- Led account management and ensured successful delivery of client campaigns.
- Developed strategies to improve customer satisfaction and retention.

Head of Events & Co-Founder | MARKET HUB

September 2017 - July 2018 | Cairo, Egypt

- Co-founded the company and led event management initiatives.
- Increased client base through effective marketing and networking strategies.

Business Development Manager | Leap Media

February 2015 - May 2017 | Cairo, Egypt

- Developed business strategies to enhance market reach and revenue.
- Built and maintained strong relationships with key stakeholders.

Operations Manager Events & Activations | Blink Marketing Solutions

December 2013 - February 2015 | Maadi, Cairo, Egypt

- Managed event operations and ensured seamless activations.
- Collaborated with clients to understand and meet their needs.

Events Manager | Arab Media Forum

March 2013 - October 2013 | Kuwait

- Planned and executed large-scale events, ensuring operational excellence.
- Maintained strong vendor relationships to achieve cost-effective solutions.

General Manager | Eventat | Events Management

March 2007 - December 2012 | Cairo, Egypt

- Directed event management operations, delivering high-quality experiences.
- Developed long-term business plans to ensure sustainable growth.

Production Supervisor | Green Way Advertising

October 2004 - June 2007 | Zamalek, Cairo, Egypt

- Supervised production teams to ensure timely project delivery.
- Optimized workflows for greater efficiency and output quality.