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www.consulsat.sd (Company)

Top Skills

Marketing Communications
Corporate Branding
Marketing Research

Languages

Arabic (Full Professional)
English (Professional Working)

Certifications

How to Make Strategic Thinking a Habit
Measuring Business Performance
Monitoring, Evaluation, Accountability and Learning Pro

Mohamed Hamza

Business Consultant | Strategy & Market Research Expert | TEDx Speaker | Helping Entrepreneurs & SMEs Grow Managing Director @ ConsulSat | Market Research | Startup Mentor | Trainer | Venture Builder

Khartoum, Khartoum State, Sudan

Summary

I'm a business consultant and market strategist with over 15 years of experience helping companies unlock growth through data, insight, and innovation.

As the Managing Director of ConsulSat, I've led research, strategy, and feasibility projects across multiple sectors, supporting startups, NGOs, and established enterprises in Africa and the Middle East.

I specialize in market entry strategies, feasibility analysis, business planning, and training development — with a strong focus on impact-driven businesses.

I've also been a TEDx speaker and regularly lead consulting workshops and entrepreneurship bootcamps.

Let's connect if you're building something impactful and need clarity, direction, or insight to grow.

Experience

ConsulSat Research
Business Consultant
April 2023 - Present (3 years 2 months)

Sudan Business Forum
Founder
October 2022 - Present (3 years 8 months)
Khartoum State, Sudan

Career coaching sessions are often tailored to the your needs and goals, and may involve a combination of coaching techniques, such as goal setting, action planning, and skill building. The coach may also assign homework or exercises

to be completed between sessions to help the client make progress towards their goals.

During a career coaching session, the coach and the client will typically discuss the your goals, strengths, and challenges, and identify areas for improvement. The coach may also provide guidance on job search strategies, resume writing, interview preparation, and other career-related topics.

Career coaching sessions will be held in person, over the phone, or online, and may be conducted on a one-time or ongoing basis, depending on the needs and your goals.

Sudanese Researchers Foundation مؤسسه الباحثين

السودانيين

Member Board of Directors

April 2020 - Present (6 years 2 months)

Khartoum, Khartoum State, Sudan

Sudanese Researchers Initiative. We aim to create a platform for Sudanese researchers and potential researchers to communicate and develop.

Sudan Internet Society

9 years 4 months

Sudan Chapter Member

March 2017 - Present (9 years 3 months)

Khartoum State, Sudan

External Affairs and Marketing Manager

February 2017 - March 2026 (9 years 2 months)

Khartoum State, Sudan

ConsulSat (Market Research and Business Consulting)

Managing Director

April 2012 - February 2024 (11 years 11 months)

Khartoum - Sudan

- * Identify potential partners in different countries and discuss costs and pricing of a project
- * Find resources internally and externally for fieldwork execution
- * Carry out quality control checks
- * Check scripts
- * Prepare fieldwork costs for market research proposals
- * Monitor and supervise fieldwork

- * Manage external panel partners when necessary
- * Attend relevant training sessions
- * Ensure the projects are running to the agreed timeline and budget
- * Undertake all work in accordance with the ESOMAR/MRS Code of Conduct
- * Actively contribute to the company and share team experiences
- * Handle client and colleague enquiries competently
- * Communicate relevant information accurately and in a timely manner
- * Assist senior team of highly experienced researchers
- * Implement tasks delegated by clients

ASEC Cement

Marketing and Communication Manager

February 2009 - April 2012 (3 years 3 months)

Khartoum - Sudan

Duties and Responsibilities:

- Work collaboratively with a diverse staff team to create and manage cross-organizational, integrated marketing strategies.
- Coordinate communications projects with vendors and contractors for the development and production of educational event promotional materials, web site production and other collateral.
- Provide writing and editing support for all outbound member communication including all promotional materials, website content, a monthly newsletter and the Association's annual report.
- Assist in developing new revenue sources through supplier membership, exhibits and sponsorships.
- Serve as internal liaison to the meetings department and other staff resources
- Review and edit existing promotional materials for marketing effectiveness, cross-selling implications and adherence to brand guidelines.

ConsulSat (Market Research and Business Consulting)

Operation Manager (Market Research and Business Consulting)

July 2006 - February 2009 (2 years 8 months)

Khartoum - Sudan

- * Identify potential partners in different countries and discuss costs and pricing of a project
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- * Carry out quality control checks
- * Check scripts

- * Prepare fieldwork costs for market research proposals
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Bayan College for Science and Techonlogy
 Head of Information Technology Department
 October 2003 - February 2009 (5 years 5 months)
 Khartoum, Sudan

- * Participates in strategic and operational governance processes of the business organization as a member of the management team.
- * Leads IT strategic and operational planning to achieve business goals by fostering innovation, prioritizing IT initiatives and coordinating the evaluation, deployment and management of current and future IT system across the organization.
- * Develops and maintains an appropriate IT organizational structure that supports the needs of the business. Monitoring and implementing security and disaster recovery planning.
- * Supporting IT aspects of consulting engagements and client projects as needed. Participate in the development and marketing of new business and offerings in data services and predictive analytical services (non-actuarial).
- * Establishes IT departmental goals, objectives and operating procedures consistent with the Strategic Plan including Core Values.
- * Meet with the Principal's Group to "translate, communicate a and educate". Translate IT language, communicate IT plans/benefits and explain the potential outcomes. Participate in the Pinnacle strategic planning process, growth and acquisition planning.
- * Mentain an updated Sylbus for the Department
- * Manage Student Graduation Projects.

InfoNet - Juhaina Service
Business Development Manager
October 2005 - June 2006 (9 months)
Khartoum

- * Identifies trendsetter ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments.
- * Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities.
Screens potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities; recommending equity investments.
- * Develops negotiating strategies and positions by studying integration of new venture with company strategies and operations; examining risks and potentials; estimating partners' needs and goals.
- * Closes new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- * Protects organization's value by keeping information confidential.
- * Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- * Enhances organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

Education

International Business Academy of Switzerland (IBAS)
Doctor of Business Administration (DBA), Strategic Management · (October 2022 - January 2024)

Osmania University
MBA, Marketing · (2003 - 2005)

Bayan Science and Technology colleague
B.Sc, Computer Science · (1998 - 2002)