

SUMMER INTERSHIP

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Personal Details

First Name : Karim**Last Name** : El Deberky**Nationality** : egyptian**Second Nationality (optional)** : British**Age Range** : 20-23**Gender** : Male

Address

Primary Address

Address Line 1 : 109 Yasmin 1 First Settlement New Cairo**Town / City:** * : Cairo**Country** : Egypt**Email Address** : karimeldeberky@gmail.com**Unavailable interview dates** :

Career Choice

Business unit : Mashreq**Function choice** : Finance & Accounting**Second Function Choice** : Customer Marketing and Customer Development

Further Education

University : German University in Cairo**Faculty** : Management Technology**Major / Department** : Finance/Economics**Graduation Year** : 2015**Degree/GPA** : 1.22 (German System)

Secondary Education

School Name : *Hayah International Academy**Dates From - To** : * 09/01/2009 - 06/01/2011**High School Certificate** : *International Baccalaureate**High School Certificate** : *American Diploma

Language Competency

English

Comprehension : Fluent**Speaking** : Fluent

Writing : Fluent

Arabic

Comprehension : Fluent

Speaking : Fluent

Writing : Fluent

German

Comprehension : Basic

Speaking : Basic

Writing : Basic

Work Experience

Please give details of any work you have undertaken, indicating whether full-time, part-time, vacation work or industrial training etc (most recent positions first).

Dates From - To : 06/25/2012 - 08/25/2012

Employer : GSOC Advisor / Business Solutions Partner Used VGECO (ordering software) and Remedy BMC (Incident Management) in order to facilitate dealings between customers and the operating companies in their countries. Learned to comply with ITIL quality standards and processed requests before breaching the SLA (Service Level Agreement).

Responsibilities : Vodafone International Services, 6th Horizon at 6th of October, Cairo, Egypt

Interests Activities

We are interested in what you do / have done outside your academic work.

Please record your non-academic interests and activities stating whether at school, college, university or elsewhere. Record any positions of responsibility you have held in any aspect of your life. (300 word limit imposed) *

Public Relations and Marketing Head at the GUC Insider Innovations Head at Nebny GUC Attempted to co-found two businesses with colleagues: A medical tourism facilitator company and an agricultural services company Organized photography exhibition in school funded by the PTA

These questions tell us something about how you respond in challenging situations. Please answer them using examples from your experiences in academic, social or working life

1. Please tell us about experiences and people that have over time shaped your decision to consider a management career within Unilever and in your chosen function in particular. What efforts have you made to test out your choices?(300 word limit imposed) *

I studied Economics during high school and found it more arresting than the engineering courses I was doing, spurring me to read for a BA in general management with a major in Finance/Economics. During these years, I cultivated a passion for entrepreneurship along with my friends and made attempts to explore this passion. I restricted myself to joining new clubs to experience the uncertainty of building an organization. I joined Insider as the only marketing member, quickly established a self-recruited team of 15 members to expand the Insider into AUC and MIU, building partnerships with other student activities to achieve a positive publicity for the Insider. I also directed a logistics team to organize internal fun days for club members and external events and lead a fundraising team to approach and secure sponsorships and advertisements on the issues. In the same vein, I cofounded Nebny GUC along with 12 other members as the head of innovations, and lead a team in developing innovative philanthropic ideas and materializing them into applicable projects. Afterwards, my focus grew outside the confines of the university and along with two of my friends, we made attempts to found a medical tourism facilitator, where we conducted strategic studies of the feasibility of the business, networked with doctors and tourism managers to gain insight and support from them. We put the project on hold after the June 30 political events. Then, I attempted to establish an agricultural business catering to upper class Cairenes residing in villas at the outskirts of Cairo. We prototyped and tested a hydroponics NT system and prepared other designs, however we decided to end the project due to differences between us. During these activities, I would read about investment, corporate finance and "startup finance".

2. Using an example of a time when you were in a new environment and had to achieve a task, please describe a) how you established and used a network of contacts, and b) how you set about influencing people, to help you achieve your task. (500 word limit imposed) *

When I was working at Insider, I was just put in charge of PR and marketing function and Omar El Deeb was in charge of the fundraising for the club and we were managing over 20 new recruits. Together we were to develop these new functions and expand the teams into an HR team and an event planning team. However, Omar el Deeb was unable to commit and the burden of managing all these members was left to me. I struggled to orient all the members and worried that the team would feel the state of chaos I was in. I contacted Tarek Fawzy, the former HR head at Insider who had quit due to a clash with the founder, because I needed his experience in managing a large team and familiarity with the club's culture. I told him of my plans, how he would work directly with me and not with the president and gave him room to put his own thoughts and plans. I informed the founder, who seemed reluctant, but was interested in seeing what we'd accomplish. We quickly held meetings with the full team and started dividing the duties among them. He developed a structured system to manage the member and train them. We identified who already had previous experience in the fundraising field and then promoted them to be a head. We were able to form a cohesive team and in very little time we were able to hold an event that prompted over 1000 students to thoroughly survey the university. Before this experience, I used to try to do things alone and disliked relying on other people and delegating. However, this experience taught me the importance of delegating work and how people with different backgrounds can add greatly to a team.

3. Tell us about an occasion when you have taken the initiative to learn and develop yourself in significantly new ways. Why did you want to do this, what did you do and what was the result?(300 word limit imposed) *

Being an introverted individual who struggled with social skills during my teenage years, I was discontented with my inability to leave an impression on people or engage in simple conversation. I made an effort to push myself to go out of my comfort zone and explore new people. I experimented with going out alone and with friends to clubs, concerts, social activities and recreational places befriending new people and having new perspectives on different people. I took every opportunities I got and made an oath that I wouldn't let any opportunity pass without taking it so I ended up talking to guards, salesmen at department stores, people on buses in public transportation and students in my university whom I didn't know. I read books on body language and learned to be mindful of my own behavior and cues I send when conversing with people. I would say that I am yet to reach the intended result I want, but I do notice an incredible change in how people respond to me now as I make them more comfortable by being relaxed myself.

4. Tell us about a time when you saw the opportunity to really make a difference for the future of an activity, team or organization. What did you do, what obstacles did you overcome, and what happened as a result? (300 word limit imposed) *

As a founding member of NebnyGUC, I was part of a large team of 12 founding members, all responsible for different functions and all whom reported to one individual. I found this structure to be impractical, led to a slow communication channel that was highly dependent on one individual, and little to no communication with the other members in the organization. We would hold meetings and many times we'd find each other to be uninformed about the activities that other members are engaged in. Moreover, the function of my department, which was innovation, was vaguely defined and too abstract to implement. The innovations function was required to support other functions by thinking up for creative solutions to problems other functions faced. I found that this required my team to be experienced in every aspect of the organizations' operations and for them to expend time on understanding an issue, that the other function had understood much better and were experienced enough to come up with a solution much faster. To remedy this, we called for the restructuring of the communication channel, putting two vice presidents in charge of communicating with different functions and ultimately reporting to the president. I also redrafted a new mission and vision for my department, taking it from what was a support function (which was to come up with innovative ideas for the other core functions) and turning it into an independent core function (which was to come up with proposals and studies for future projects). The obstacles I overcame were little as there was an agreement of the effectiveness of these ideas, I only needed to discuss it with the president and convince her of them.

5. Tell us about a time when you have had to analyse and understand a complex situation in order to make decisions and put a plan into action. What did you do and what was the outcome? (300 word limit imposed) *

A complex problem I had to analyse was when we were starting the medical tourism facilitator business and we had unable to determine which target market should we put our efforts in. We were aware that Egypt drew many Sudanese, Yemenis and Libyans but also meant that this market was already saturated with hospitals directly offering healthcare to them

and not through facilitators. We were keen on the North American and Western Europe markets as these markets are where the phenomena is most observable and they are the markets most targeted by India, South Korea and Thailand. However, after consulting with an expert in the field, he advised us against such a market due to the unrealistic expectations they would have and the fact that they are heavily targeted by the aforementioned countries. He advised that we target Africans who would lack the healthcare services in their home countries and who would face language barriers necessitating our service. Another doctor advised of the opposite, saying that Africans were very poor and would likely not afford the treatment and attempt to bargain to reduce its cost and the commission we take from it. He recommended that Europeans would be a lucrative market as many facilitators are already targeting them in Hurgada. Hence with such a complex situation with far too many options, we decided we would be flexible in our marketing and operations and we would build two very different websites and marketing strategies for each of the European and African market, allowing us to target them both. We would offer different rates, services and accommodation as African patients' budgets and interests would be very different than European patients.

General

Please give details of any military service requirements, with reasons for any exemptions claimed. If you have completed your military service please state when. If you have answered Exempted above, please specify the reason you were exempted.

Currently, my military service is postponed. I am currently working on having it exempted due to my dual nationality.

Do you have any health problems that could affect your future employment? If yes, please specify:

Do you have any relatives in Unilever NAME? If yes, please give details:

Is there anything that has not been covered that you would like to mention? Are there any personal considerations that may be relevant to your application?

Have you applied to Unilever before? If yes, what did you apply for:

Have you attended a Summer Internship in Unilever before? If yes, please provide details:

Year :

Line Manager Name :

Have you attended/participated in any event/activation held by Unilever in the last year (e.g. Lecture, workshop, competition)? If yes, please provide details

Event Name/Type : The Quest Regional Competition

Date: (MM/YY) : 12/13

Have you attended/participated in any activity held by other companies in the last year (e.g. internship, competition, workshop etc)? If yes, please specify

Company Name : none

Event Name/Type : The Quest Regional Competition

Date: (MM/YY) : 12/13