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**CURRICULAM VITAE**

**Mohamed**

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Competent, result oriented Mechanical Engineer with M.B.A. having 23+years of experience in sales & marketing of Heavy Equipments and Construction related products.  
  
**Career Focus**  
To achieve highest order of satisfaction through a leadership role in Marketing, Business Development, Sales Management and People Management, preferably in Industrial Products / Heavy Machinery / Capital Equipment’s.  
  
**Career Profile**  
**Hydrofit – part of ERAM group since Feb 2016**

Business Development Manager – Western Region: Saudi Arabia

About the organization:

Distributors of world renowned brands for Hydraulics and pneumatics in the Kingdom of Saudi Arabia and UAE.

Job profile :

* Leadership role with P&L responsibility
* Preparation of annual budgets, provides forecasts to management (Actual vs Budget)
* Strategy development, business planning and roll-out for western region of KSA
* Provide training, planning, staffing, and monitoring team of Sales & Service Engineers

Specialties: P & L, Market Analysis, Product Positioning, Competition analysis, Improvement in Market reach, Dealer Management, Order Conversion, Supply & Collection

Select Brands: ELGI (Oil Lubricated / Oil Free Screw Air Compressors & Downstream accessories), Sun Hydraulics (Cartridge Valves and manifolds), PALL Corp (Filters, Seperation and purifiers), DMH (Seals, Packing and O-rings), Omfb (Gear / Piston pumps, Hand pumps & mini power-packs), Walvoil (Hydraulic Valves & Mechatronic Systems), Bijur Delmons (Fluid dispensing & lubricating systems), KPM (Hydraulic Pumps & motors), GS-Hydro (Non-welding Piping solutions),

STM (Gear solutions) etc.,

**Star u-PVC, Tamil Nadu - India – (2014 to 2015)**Business Development Manager – South India

About the organization :  
 Pioneer in manufacturing of u-PVC (Unplasticized Poly Vinyl Chloride) window making machineries, windows, doors, partitions, front elevation etc in Madurai, India

Job profile :

* Identifying channel partners across south Tamil Nadu and establishing network for selling machineries, spares, fabricated windows, doors and partitions.

**Fisher Pumps Ltd (Sharp Group), Tamil Nadu - India – (2009 to 2013)**Deputy General Manager (Global Business)  
  
About the organization :  
 Pioneer in Fluid Handling Systems and Water Pumps with the state-of-art of manufacturing in Coimbatore; India.  
  
Job profile :

* Identifying growth opportunities and establishing distributor network in Middle East, West Asia, African Continent and Europe
* Identifying trade fairs and taking ownership in participation and successfully generating leads for business development in International market
* Lead generation to deal closure - Direct & Indirect via channel partners
* Providing valuable market inputs for New Product Development and enhance approval of process cycle to get the introduce the product faster in the field  
    
    
  **Elgi Equipments limited (Elgi Group), Coimbatore, India (2006 – 2009)**Country Manager – Saudi Arabia, Pakistan, Nepal & Sri Lanka  
  About the organization :

ELGI an Indian Multi-national Company having manufacturing facilities in 5 countries of Air Compressors and accessories

Job profile:

* Spearheading business development efforts across the region of Middle East, West Asia & North Africa
* Leading a team of Sales, Service & Commercial
* Developing customers; distributors of Saudi Arabia, Bahrain, Kuwait, Egypt & Iran
* Handling commercial activities such as generation of enquires from major customers, submission of offers/tenders, tender comparisons, techno commercial discussion with the customers, review with the commercial team for forecasting & order booking with HO through the system (BaaN), follow-up with the manufacturing plant, follow-up for the shipments, follow-up for letter of credits/ telegraphic transfers with distributors and rendering technical supports for service, technical seminars etc.,
* Account Sales Pipeline tracking, Management reporting, participating in sector events - brand improvement & visibility
* Estimate personnel requirements, prepare & validate viability for setting up branch offices
* Establish & maintain market intelligence about competitors - current and emerging
* Identify specific products to be developed for the market and process Non-standard / New Product development through Product Life Management (PLM) Cycle system  
    
  Key achievements :
* Identified new distributors in Middle East
* Identified new market segments in Pakistan and increased installations
* Extract technical feed backs and developed Non-Standard / NPD for Saudi Arabia resulted in market entry
* Identified new marget segment in Nepal and made tie-up with OE's which expands business
* Identified new packagers (OE) in Syria and Iran.  
    
  **Eastern Trading Ltd. (Bukhatir Group), Sharjah, UAE (1997 – 2005)**Assistant Sales Manager – U.A.E., Iran

Job profile:

* Led a team of 2 Sales Engineers & 3 non-sales staff primarily focusing on Pre-Sales, Sales and Post-Sales of Oil Field related products
* Accountable for motivating, training and leading my team of sales engineers to achieve the group sales target in line with prescribed commercial norms
* Engaged in identifying new business areas, contacting principals to gain agency / distributorship and sourcing hard-to-find items from international markets
* Handle activities related to company product registrations - creating pre-qualification profile, making technical clarifications, getting necessary approvals etc
* Select Brands: Putzmeister (concrete pumps, plaster/mortar machines, pipeline systems), Liebherr (concrete batching plants, truck-mixers), Atlas (excavators, truck mounted cranes), Kinshofer (hydraulic block loading grabs) and Hydraulic Equipment from Mannesmann Rexroth, Hydromatik, Brueninghaus etc.  
    
  Select Products: Pipes/Fittings of all grades and sizes, Valves and related spares, Pump and related spares, Heat Exchanger Condenser Tubes, Insulation and Refractory Products, In-situ Valve Grinders, Air/Gas/Oil Filters, Compressor and Spares etc.  
    
  Key Achievements:
* Increased flagpole sales by 150% in 2001 and maintained turnover throughput tenure in UAE
* Registered with new oilfield clients and helped increase target of Oil Field related products in Iran from 1.1 Mil USD to 2.9 Mil USD
* Registration with EPC contactors / Consultants, providing pre-qualification documents for tender requirements, techno-commercial negotiations and closing the deal for project orders  
    
  **Haroon Company for Marketing Engg. Materials, Sharjah, UAE (1995 – 1997)**  
  Project Sales Engineer

Job profile:

* Marketed Architectural Ironmongery & Emergency Exit Hardware products aimed at Airports, Residential/Commercial Complexes, Government Offices, Factories etc.
* Ascertained products reaches final purchase stage by liaising with contractors and end-users, and ensuring deliverables at pre-tender and tender stages.  
    
  **Al Hassan Oil Field Supplies and Building Material Supplies, Oman(1992–1994)**Sales Engineer

Job profile:

* Generated and scrutinized tenders/general enquiries for achieving sales of building materials and oil field related items to varied government organizations
* Coordinated with worldwide principals for delivery schedule, promotions, product upgrades and price negotiations; also monitored the performance of various contacts from Freight Forwarders, Customs representatives, banking requirements, L/C etc.
* Select products: Pumps, Valves, Air/Gas/Pneumatic Filters, Welding Machinery, Pipes & Pipe Fittings, Sanitary Fittings, Hose & Hose Fittings and Mechanical Items.  
    
    
  **London Rubber Company Ltd., Chennai, India (1991 – 1992)**Commissioning & Maintenance Engineer
* Involved in fabrication and erection of Lubricated Condom Plants and Disposable Gloves Plants and also erection & commissioning of ancillary units for these plants.  
    
  **Academics/Training Profile:**
* Bachelor of Engineering (Mechanical Engineering) 1989  
  Ghousia College of Engineering, Bangalore University. **First Class with Distinction. Gold** Medal winner for securing highest marks in College in final year B.E. exams
* Master of Business Administration (M.B.A) in Marketing from Alagappa University, Tamil Nadu, India 2007
* Diploma in International Business & Marketing from IFTTR 2005
* Business Development & participation in PCV2006 Expo, Russia, Oct 2006
* Frequent traveling for business development to Saudi Arabia, Bahrain, Iran, Sri Lanka, Bangladesh, Nepal & Pakistan to establish dealer networks
* Product Seminar cum training course in Refractory, Insulation & Ceramic Products. Insulcon B.V., Rotterdam, Netherlands. June 2002
* Compressor training in Dusseldorf., Germany. CP Gas Compressor. May 2001
* Product training cum inspection of Heat Exchanger Admiralty Brass Condenser Tubes. Donghwa Metals Corp, Busan, South Korea. December 2003
* Product training on Welding Technology. ESAB B.V., Dubai. 1990.