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| **summary** |

An accomplished Engineering & Business Development Professional with 9+ years of exceptional expertise in providing technical assistance, troubleshooting services and impact oriented engineering solutions to leading companies in the Oil/Gas, Construction and Civil Engineering Sectors with allied proficiency in Business Development, Marketing Management, Business Planning & Analysis and Project Management.

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| **Objective** |

Seeking a Management level position at an established organization to contribute accrued skills towards securing peak performing teams, enhanced strategic planning and continuous improvement, while maintaining firm focus on assured bottom line gains and fulfillment of objectives.

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| **Key Skills** |

# Business Planning; Budgeting; Scheduling; Disturbance Handling

# Marketing Management; Business Development; Competitor Intelligence; Process Improvement

# Inventory Management; Stock Control; Operational Efficiency; EOQ

# Project Management; Resource Allocation; Scheduling; Budgeting; Reporting

# Analytical; Problem Solving; Decision Making; Team Building; Time Management

# PRIMAVERA; MS Word; MS Excel; MS PowerPoint

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| **Professional Experience** |

**BRADY Middle East, JAFZA, Dubai, United Arab Emirates Nov 2012- July 2014**

**Business Development Manager**

*Specialized in the sales of MEP Identification Systems for KSA and Qatar as will, Cable and Wire Identification Systems, Health and Safety Management Systems, Marine Services Signage and Valves & Lock Switches Systems; key clientele included international distributors i.e. SESCO, AKH, NAIZAK,REDA fire, Al Aujan & Electric house.*

**Key Responsibilities:**

* Managing key aspects of business development for assured realization of "smart" goals set by the Regional Manager.
* Collaborating with the company consultants in communications linked with technical reviews and specifications with the distributors whilst assuring that existing and new distributors are provided privileges as per Brady's EMEA Strategy to ensure long term working relations.
* Maintaining cordial relations with all key accounts, providing best in class customer services and resolving their queries linked with sales, marketing and pricing to drive business growth and profitability.
* Leveraging market and competitor intelligence tools to identify and capitalize on opportunities for expanding dealership; sharing details of new product launches with the management teams of dealers and locking in financially lucrative deals for the company.
* Supervising end-to-end processes associated with new product launches, communications and business development initiatives across all levels; collaborating with the distributors to make sales calls to potential customers offering most relevant products to meet their requirements and to deliver of financial/operational KPIs.
* Conducting impact oriented workshops to share new product details with distributors and dealers; mentoring and training new staff to assist them in enhancing the ratio of closed deals to sales calls.

**Emirates Industrial Gases Company, Abu Dhabi, United Arab Emirates Apr 2009- Oct 2012**

**Key Account Manager**

*Specialized in the sales of Industrial Gases, IWME- Industrial Welding Equipment’s & Applications ( Gas and Electrical Welding Machines, GeeWeld electrodes, LORCH & MILLER machines and torchers, PPE welding equipment and GAS Cylinders; key clientele included ADNOC, Dubai Petroleum, ADMA, ZADCO, TAKREER, ADCO, Dubai Petroleum, Weatherford, Halliburton Schlumberger, GHQ Armed Forces/Bases, HQ - Abu Dhabi Police UAE, National Firefighting Department, Zayed Military Hospital, NMC, Noor Hospital, Emirates Steel, Al-Jaber, Abu Dhabi Ship Repairs, Dubai Dry Docks, DUBAL, EMAL HLG, Murray & Roberts, DODSAL, DESCON, DRAKE & Scull, Al - Jaber, Caterpillar, Dutco and Belfer Betty.*

**Key Responsibilities:**

* Oversaw construction of foundations on clients’ sites for vertical tanks installations using the contracting division; and reviewed all government certificates and permissions to ensure excellence in compliance framework.
* Critically analysed market, customer and competitor intelligence reports to adjust the marketing strategy and positioning of the company's brands to reach out to a larger audience and enhance the conversion rate.
* Evaluated requirements of prospects, delivered product presentations, negotiated prices and terms of service and closed lucrative deals.
* Maintained strategic relationships with existing clients to drive business development and growth.

**SIGMA Enterprises, Abu Dhabi, United Arab Emirates Aug 2006- Jan 2009**

**Products Manager**

*Specialized in the sales of BELLE Concrete Site Ready Mixers, Pokers, Floor Screeders, Vibrators, BARFORD Road Trucks for mining applications, excavation works and mini excavators for narrow areas, TOWERLIGHTS as air compressors for lighting at project sites and CAMERON for Oil/Gas Rigs Valves, Nuts/Bolts and Steel Flooring Assembly/Switches/Gate Openers; key clientele included ADNOC, ZADCO, BOROUGE, TAKREER, ADMA-OPCO, ADCO, Weatherford, Halliburton, Schlumberger, Al-Masood, Ali & Sons, DODSAL, DESCON, HLG, Dutco Belfer Betty, ACC, CCC, AL-Jaber Est & Energy, Murray & Roberts and Al-DAR Organization*

**Key Responsibilities:**

* Controlled and monitored site requirements, pertaining to equipment, machinery, labor and working schedule to ensure seamless flow of operations.
* Provided technical and design services to consultants to ensure high quality service provision.
* Linked up with consultants to effectively bridge gaps between organizational and technology needs and fuel organizational growth and profitability.
* Aligned services and logistical processes to meet operational efficiency standards.
* Assisted the contractor in choosing equipment for job completion by taking into consideration the consultants’ specifications and schedule by using Primavera Scheduling to achieve exceptional proficiency in the provision.
* Oversaw progress of the project and shared updates with the higher management to meet quality, budget and time targets.
* Leveraged product lead-times and methods of installments to ensure swift business growth and enhancement of organizational capabilities.
* Provided effective area coverage in relation to concrete pouring jobs at various sites to secure new partnerships, revenue streams, and nurture effective relationships with peers, executive and customers alike.
* Actively engaged with the senior management and responded to their requests in a timely manner for performance optimization.
* Coordinated with the supply base in relation to product problems and customer support issues to foster a collaborative work environment.

**HILTI Corporation, Eastern Province, Saudi Arabia Feb 2005- Jun 2006**

**Specification Engineer**

*Specialized in the sales of Wall-Saw cutting blades and systems for concrete cutting and splitting, Coring machines for making holes in concrete walls and floors for pipes and HVAC application, Foams for isolations around high voltage cable trays, Isolation foams and sealants for fire preventing and BOMO tools for normal construction site; key clientele included Saudi ARAMCO, Halliburton, Weatherford, Construction Contractors, Electrical Service Companies and Saudi National Civil Defense*

**Designation Chronology:**

* Feb 2005-June 2006: Specification Engineer
* Feb 2004-June 2005: Planning Engineer

**Key Responsibilities:**

* Collaborated with contractors and consultants and provided technical support for anchoring, fire-stopping systems and channel-pipe clamps designs to ensure high quality service provision.
* Provided guidance, leadership and overall support for training and installation procedures to ensure swift business growth and enhancement of organizational capabilities.
* Performed wall-saw and coring jobs in line with the consultants’ requirements to improve operational efficiency and processes.
* Planned and administered installment orders and jobs that required diamond cutting and through-hole coring using Primavera Scheduling for performance optimization.
* Utilized relevant tools and applied technical know-how to prepare reports to meet requirements of consultants and ensure excellence in compliance framework
* Assisted the Planning Manager identify, prioritize, and select project investments, and plan, manage, and control projects and project portfolios using Primavera Scheduling to accomplish performance indicators in sync with growth goals, corporate vision and additional established targets.
* Monitored project time and cost cycles and modified schedules accordingly to ensure seamless flow of operations.

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| **Education** |

**Applied Science University, Amman, Jordan Jan 2003**Bachelor’s Degree in Civil Engineering

**Other Relevant Qualifications:**

* Project Management Professional (PMP)
* Primavera Scheduling Program User
* SaelsForce.com User

**Continuous Professional Development:**

* Advanced international Fire Stop systems; HILTI; Kaufering; Germany
* SED Exhibition; Corby; Manchester; United Kingdom
* Big 5 Construction Exhibition; Dubai; UAE
* World Future Energy Summit; Abu Dhabi; UAE
* MEEE (Middle East Electricity & Energy ) Dubai; UAE
* Senior Sales & Management; Zele; Belgium

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| **Personal Information** |

* Date of Birth: 7th March, 1978
* Nationality: Jordan
* Languages: Arabic and English
* Marital Status: Married ( 2 yrs. Daughter )

# Markets worked in: Oil & Gas, Construction

# Countries worked in: KSA (Eastern, Central & Western regions), UAE (Abu Dhabi & Dubai)