**Alireza**

Email: [alireza.337378@2freemail.com](mailto:alireza.337378@2freemail.com)

Date of Birth: 27.05.1980

**Personal Profile**

Entrepreneurial MBA professional andMechanical Engineerwith10years’experience inBusiness strategy consulting, Investment and Financial Analysis,Marketresearch, assessment and analysis, operation improvementandsuccessin buildinga businessfrom scratch.With the strong focus on strategic consulting, business development, technical sales management and Market study particularly in Energy and Oil and gas sectors,especially in the Middle East.Broad understandingof multiple phasesof strategic BusinessAnalysisandFinancialplanning, in both B2B and B2C.

**Education**

**MBA**(Brunel University) Marketing and strategies**December 2011**

**MSc**(KNT University) Mechanical Engineering**January 2008**

**BSc**MechanicalEngineering **February2004**

**Work Experiences**

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| **AWAS GmbHJan 2015-present**  **Business Development Director( SeniorConsultant)**   * Providingcomprehensive market research, market assessment, Business strategy consulting and entry Strategies for the foreign companies and new entry Investors (Iranian and Austrian Market) * Managing team of 2 Junior Consultants, one Sales Engineer and a Gen Admin * Conducting feasibility study, FS& providing business plan accordingly * Presenting company to the various clients particularly in oil &gas, energy and water and wastewater treatment sectors * Delivered an Energy efficiency report in Iran residential building sponsored by German Energy * Financial investment analysis through the comfar and excel software * Investment analysis and startup evaluation with the purpose cooperation as an investment opportunity * Identifying and assessing potential projects in different market sector for the Business opportunities and technology transferring (West European & Iranian) * Delivered market study and marketentry strategiesin different industrial sectors such as WWWT, Oil & Gas and Energy (Ministerial Clients) * Arranged and implemented cooperation between Iranian and International companies as a technology transferring solution and investment opportunities (LMF Compressor, AMSC, VTA, Lenzing, ALCAR and ITN,etc.) * Presenting business strategies and common goals clearly to the sales team * Intimately involved in the writing up of all marketing literature * Carried acomprehensive market assessment, entry strategy plan and marketing plan through 4years BP for the big time**international industrial lubricant provider SHELL**(Threeyears partnership with the Iranian company as regional official distributor)   **Reynaers Aluminum**  **Business Development ManagerApr 2013- Jan 2015**   * Developed and Structured Reynaers stablished branch office of Iran (Belgium Headquarter with 60 branches worldwide) * Conducting sufficient prospecting activities by the external and internal researches to ensure an adequate pipeline of qualified business opportunities and revenue performance is predictable not matter of chance * Promote the company brand to key buyers, ensuring their knowledge is current and appropriate * Responsible for identification, development, implementation, documentation and continuous improvement of business processes * Building the corporate relationships with customers and the industry/market leaders * Provide feedback to higher management with regard to local business trends and competitor activities according to my external analysis to help guide future strategy * Developed business strategy for the firm by building corporate relationships with customers and the industry/market leaders (6% market share improvement) * Implementing sales and marketing strategies plans * Reviewing and improving existing sales and marketing operation by monitoring process for growth opportunities (8% improvement) * Support the sales manager to build and maintain profiles and account plans for key prospects to interact more productively (Weekly basis meeting) * Tracking progress using Salesforce and delivering accurate forecasts * Delivered the excellent services to existing customers by negotiating pricing and fee while ensuring the continuation and enhancement of services and developing new business relationships within a given Country * Preparing report for Board directors to have clear understanding of all business activities and improvement by number and figures   **GrundfosLtd, (Pumping) + Deloitte**  **Business Operation Consultant (FreeLancer)(UK) 2009-Dec 2012**   * Optimizing sales operations costs by deploying highly effective prospect qualification and time / territory planning skills (6% reduction) * Working with the sales manager to structure the activity, drive the preparation, briefing documents, dry runs, and logistical requirements and supporting sales documentation * Method Planning for Marketing, Cold Calls, Client Follow-Up Procedures * Presentation on Goal Making, Cold Calls Marketing, Networking, Client Data Base Management * Check weekly report regarding project evaluation   **Grundfos Ltd, (Pumping)**  **Business Development Manager Jan2005- July2009**   * Presenting company to various lead clients and investors in both B2B and B2C (Construction Companies) * Developed new marketing strategies to capture market requirement and attract new opportunities * Managing a team of 4 Sales Engineers and 2 Marketing associates (Constructive cooperation based on 26% sales improvement within 3 years) * Checking the HVAC drawing to recommend an appropriate pump based on project requirement (Free technical consulting) * Following up new business opportunities and turn them to opportunities by evaluating and identifying customer exact requirement through the meetings * Providing appropriate training and coaching to the service centres and external sales force for increasing their product and service awareness within the products group * Meeting monthly targets set by the board of directors * **Report-writing and evaluation of the monthly activities by number & Figures** * **Holding Grundfos Software training course (Summer 2009)** * Achieving sales targets through strategic selling processes and adherence to sales plan by 26% within 3 years * Involved in the bidding and finalising of over 25 high-value contracts, worth over 150,000 USD for pump and Air-conditioning system * Installing a QC/QA and a feedback system for clients (Customer satisfaction)   **TAF LTD**  **Mechanical EngineerSep 2002- Jan2005** |
| * Presenting pneumatic and hydraulic elements to the different target market in the different industry sectors (Parker pneumatic &Enerpac hydraulic official representative) * Designingpneumatic circuits * Seeking out and identifying new business opportunities * Choosing and Recommending suitable elements based onproject requirement * Analyzing inquiries and preparing proposal * Completing all documentation and administrative records, fully and accurately * Developing and maintaining a database of all contacts |

**Core Competencies and Associations**

* Certificate of International commerce (Tender, LC, INCOTERMS, CONTRACT Correspond and communicate) Tehran- IRAN
* Six Sigma Green Belt (UK)
* Kaizen(UK)
* Leadership Master Certificate (London – UK)
* Grundfos Pump software certification (Tehran-Iran)
* Reynaers Sales and Marketing Course (Belgium)
* Reynaers Technical Course (Belgium)
* Excellent commercial awareness
* Negotiation skills and great margin management skills
* Profound understanding of Modern Marketing and Business Strategies
* Market Research & Market assessment
* IT literate and proficient in MS Word, Excel, PowerPoint and Outlook, AutoCAD 2D & 3D,BPMN
* Budgeting/cost control
* Financial analysis, Business models and Business strategy plan (Startup Analysis)
* Communicating the value of market research to senior decisions makers in large accounts and negotiating deals to close
* Project management skills with the ability to conduct tasks on own initiative
* Financial Statement Analysis
* Evaluation of corporate financial accounts, Project feasibility evaluation based on financial data
* Ability to accept and evolve with changes in policies and procedures
* Stakeholders Relationship Management,
* Experience of working with various CRM software packages,