

101313-MEC-458Gm-E-1998

Business Development Manager

Holds a B. Sc. in Mechanical Engineering and Master in Business Administration. Has about 22 years experience working in sales & business development in Multi-National Companies for GCC, Middle East, Europe & Africa markets in oil & gas, petrochemical, marine, water, and process industries.

PERSONAL DATA

Nationality : Egyptian
Birth Date : 04/10/1973
Gender : Male
Marital Status : Married
Residence : Currently Dubai, UAE

EDUCATION

: B. Sc. in Mechanical Engineering, Banha University, 1998
: Master in Business Administration, MEC for Consultation & Training Institute (attested by ITOL, IFTDO & IMC USA), 2015

LANGUAGES

Arabic : Native Language
English : Fluent

COMPUTER SKILLS

: Windows, MS Office, Internet

TRAINING COURSES AND CERTIFICATIONS

: Sales Course, CheckPoint, Dubai – UAE (May 2011).
: Sales & Business Development Course, Dubai – UAE (May 2008).
: LARZEB Hydraulic sales Course, Dubai – UAE (Jul. 2007).
: Time Management, Gemba Management Consulting P Ltd, Abu Dhabi – UAE (Oct. 2006).
: SCHAEFFER Sales Course, Abu Dhabi – UAE (Jan. 2005).

CHRONOLOGICAL EXPERIENCE RECORD

Dates : From May 2020 till now
Employer : McFarland TriTan FZCO, Dubai – UAE
Job title : Business Development Manager EMEA

Job Description :

- Develop the company business in EMEA region as a representative of the manufacturer.
- Assigned agents around the region and manage them.
- Manage projects and get the products supplied to EMEA region assembled and packaged in Dubai.
- Added new business to the company such as Rental Business.

Dates : From Sep. 2016 till Apr. 2020

Employer : YANAR Trading FZE, Ras Al Khaimah – UAE

Job title : Sales & Marketing Manager / Partner (Freelancer)

Job Description :

- Manage the company as an agent for Manufacturers for General Industries Pumps and Packages in GCC / Middle East.
- Develop the principal's business in GCC / Middle East and increase their market share.
- Manage turnkey projects to prepare workshops & factories in terms of supply, installation & commissioning production lines and related equipment & tolls.
- Managed in a short time to supply workshop equipment to Egypt & Qatar and have been assigned by reputed manufactures as an exclusive agent / distributor in UAE / Middle East.
- Supplied the company products to major companies in the area such as KOC, Petrorabigh, NALCO, BAKER HUGES, EGPC, DULSCO, Al Ain Farms...etc.

Dates : From Jan. 2011 till Aug. 2016

Employer : CP Pumps and Systems "CheckPoint" FZE, Dubai – UAE

Job titles :

- Business Development Manager – Agents / Contracts (May 2013 – Jul. 2016)

Job Description :

- Business Development Manager – MENA (Jan. 2011 – May 2013)

Job Description :

- As Business Development Manager – Agents / Contracts:
 - Successfully negotiated and closed an USD 3 million deal with Saudi Aramco, which proved to be the first ever deal order for supplying 23 Solar Chemical Injection Skids to Aramco – ABQAIQ in 2015.
 - Strategized new revenue generation streams for the company by appointing agents for the India market, closed a profitable deal with L&T for one of their ONGC projects and secured the first-ever order in the India market, developing healthy relations with agents in Pakistan, through business visits to Mumbai and Islamabad respectively.
 - Instrumental in promoting CheckPoint in the sewerage services market within Middle East, procured the AVL of Abu Dhabi Sewerage Services Company, and organized a strategic audit visit to US factory.
 - Pursued and completed profitable joint venture contract negotiations with agents, in order to keep a large rental fleet prepared to offer services for clients across Kuwait, Qatar, Egypt, Azerbaijan, and Saudi Arabia.
 - Spearheaded business development operations across multiple geographic regions, and designated reliable agents in Azerbaijan,

- Russia, Turkey, Armenia, and Iran.
- Handled the company's growth and expansion plans, and acquired the first ever project from Egypt in year 2016, thus opening up a new market development opportunity.
- Represented the company at OTC 2014 & 2015, held in Houston, USA.
- As Business Development Manager – MENA:
 - Ensured that the company is approved as the most preferred supplier of chemical injections systems from several Oil & Gas and EPC companies in MENA, including KOC, QP, TAKREER, ADGAS, KNPC, ONGC, SABIC, NPCC, QP, EGPC etc.
 - Acquired a reliable banking facility for the company, and facilitated the issuance of bank letters, bonds, and other guarantee papers for tenders / projects.
 - Collaborated with the agent in Kuwait for the acquisition of the first major project, GC-16 to KOC, which involved supply of 16 Chemical Injection Skids, valued at USD 3 million.
 - Maintained key business relations with existing customers like Oxy, Weatherford, Halliburton, and NALCO, thus fueling the rise in repeat business.
 - Represented the company at ADIPEC, 2012, held in Abu Dhabi, UAE.
- Key Responsibilities as Business Development Manager – Agents / Contracts:
 - Business Expansion Strategy:
 - ❖ Scheduling and taking up business travels across the MENA region for the promotion of CheckPoint business, with focus on generating greater revenues.
 - ❖ Participating in client meetings, delivering product presentations to new clients, and maintaining interaction with existing accounts for end-to-end business development.
 - ❖ Collaborating with the team for expanding business in various countries in Africa, along with Tanzania and Morocco, through the implementation of regional plans for achieving maximum market penetration.
 - ❖ Reporting to the Managing Director on a periodic basis, discussing changes in the strategy, and providing market insights for structured decision making for growth-oriented planning.
 - ❖ Involved in the identification of new markets during oil price crisis situations, through extensive research and monitoring in Russia, Azerbaijan, Turkey and Egypt; European-based EPC companies such as TR & INTESCA in Spain & ENI, Technit, Technimont in Italy are involved in executing projects in the Middle East.
 - Agents and Contracts Management:
 - ❖ Conducting end-to-end follow-ups with agents, monitoring their performance constantly and providing guidance to increase the business foothold.
 - ❖ Collaborating with local agents in the region for selling company products in their respective areas, and boosting operating revenues on a periodic basis.

- ❖ Involved in the collation of market intelligence with respect to major Oil & Gas project, followed-by activation of respective agents to acquire these business opportunities.
- ❖ Maintaining communication with agents to procure orders from them, and providing start-to-end contract management support right from price negotiations to agreement signing with clients.
- ❖ Extending robust technical support to agents with respect to client queries / complaints, and assisting them in resolving such issues on a priority basis.
- Key Responsibilities as Business Development Manager – MENA:
 - Business Planning:
 - ❖ Focused on increasing the company's market presence in the MENA region, through efficient business planning and marketing program implementation.
 - ❖ Collaborated with the finance department for the formulation of departmental budgets, necessary for operational expenditures to be incurred during the business development process.
 - ❖ Developed a structure territorial business strategy to cover maximum market area, and defined measurable objectives for business growth in the region.
 - Revenue Generation:
 - ❖ Interacted with various industry experts and business professionals to promote the company's product / service offerings, and acquired large business leads.
 - ❖ Guided team members and agents to approach potential clients, present product offerings, and receive customized project orders from them.
 - ❖ Appointed accountable agents in Kuwait, KSA, Qatar, Oman, Egypt, Bahrain, Algeria, India, and Korea, as an initiative to promote business growth in these countries.
 - Growth Operations:
 - ❖ Identified partnership opportunities in the local markets, negotiated terms and signed agency agreements for MoUs and JVs with many companies.
 - ❖ Interacted with major corporations, related their requirements with the company's offerings, and worked towards getting CheckPoint qualified as the preferred vendor with them, to generate more revenues.
 - ❖ Involved in the drafting, review, and approval of pre-qualification documents that are required to be presented to industries in the region to receive AVLs.

Dates : From May 2008 till Jan. 2011

Employer : Petronash FZE, Dubai – UAE

Job titles : • Business Head – Abu Dhabi / Saudi Arabia (Jan. 2009 – Jan. 2011)
• Branch Engineer – Abu Dhabi (May 2008 – Jan. 2009)

Job Description : • As Business Head:

- Functioned as part of the team responsible for the preparation of pre-qualification documents for Saudi Aramco, and contributed in the drafting and finalization process.
- Provided end-to-end support and cooperation to the Saudi Aramco team that had visited the company facility in Dubai, leading to a

successful deal closure with them for the supply of Chemical Injection Packages, the first ever project with Aramco. As a result of this project, the company successfully posted sales of more than USD 50 Million at Aramco.

- Introduced Petronash's offerings to major players in various industrial segments, and played an instrumental role in acquiring projects from key accounts like ADCO, ADMA, and NPCC.
- As Branch Engineer:
 - Collaborated with the senior management teams of various perspective clients, and ensured that Petronash was recognized as a qualified and preferred supplier for ADNOC Group; with EPCs located at Abu Dhabi.
 - Successfully negotiated and finalized joint venture agreements with Abu Dhabi agents from several regions, and contributed significantly to the company's revenue increase.
 - Planned and established a fully-equipped office setting in Abu Dhabi, which was accompanied by a strategic workshop, in order to facilitate client engagements.
- Key Responsibilities as Business Head:
 - Handled accountability towards business development in Saudi Arabia, and focused on acquiring new clients on a consistent basis, in order to boost revenues.
 - Conducted end-to-end follow-up with agents in Abu Dhabi, monitored their ongoing performance, and motivated them to acquire more business.
 - Managed the entire bidding process for all potential projects in Abu Dhabi, and liaised with EPC contractors / clients for submission of tender documents.
 - Developed and sustained healthy working relations with existing clients in the company's order book, in an effort to win over repeat business.
 - Led and managed all stages of the contract management operation, right from product presentation to pricing negotiations, documentation, and agreement signing.
 - Coordinated with Business Head's are located in other territories the product team for fulfillment of client orders, and ensured that all deliveries / installations are conducted with focus on achieving maximum client satisfaction.
 - Pursued periodic visits to customers, understood their requirements, forwarded inputs to the product teams, and provided insights in market conditions.
 - Maintained control over departmental budgets, allocated funds for sales and business development activities, and adhered with the spending guidelines issued by the executive team.
- Key Responsibilities as Branch Engineer:
 - Focused on adding more business to the company's existing portfolio by getting AVL from ADNOC group of companies.
 - Administered control over department budgets, and collaborated with the marketing unit for the development of annual business plans.
 - Planned and implemented advanced business expansion strategies in Abu Dhabi, to increase the market coverage of the company's

products within the region.

- Approached clients / contractors in the NOC's and EPC market segments with a view to present customized offerings and received large orders from them.
- Handled follow-ups with company agents in Abu Dhabi, monitored ongoing performance and reported the same to the head office.
- Ensured that the defined sales and profitability targets are met on a consistent basis, prepared and submitted related reports to the senior management team.
- Maintained interaction with existing clients for repeat business, and handled the first service contract ADMA OPCO to deliver complete customer satisfaction.

Dates : From 2004 till 2008
Employer : Technical Parts Co., Abu Dhabi – UAE
Job title : Sales Engineer

Dates : From 2002 till 2004
Employer : Sons of Farid Hassanen & Co., Cairo – Egypt
Job title : Sales Engineer

Dates : From 1999 till 2002
Employer : MEMO Industrial Planning Co., Cairo – Egypt
Job title : Sales Engineer

Field of experience :

- Regional Business Planning, Expansion Strategy Formulation, Budget Preparation / Control.
- New Project Acquisition, Territorial Business Development, Customer Order Procurement.
- Marketing and Promotion, Lead Generation, Product and Service Offering Presentations.
- Pricing Negotiations, Contract Document Preparation, Deal Finalization, Order Fulfillment.
- Revenue Generation, Client Servicing, Customer Satisfaction, Key Account Management.
- Global Agents Appointment, Local Partnerships Management, Joint Venture Development.
- Operations Management, Process Compliance Monitoring, Business Performance Monitoring.
- Salesforce Management, Business Leadership / Management, Motivation and Guidance.
- Analytical Thinking, Organization and Prioritization, Liaising and Collaboration Skills.