



# BARAA SULTAN

Experienced Senior Sales Engineer with a demonstrated history of working in Electrical Manufacturers, seeking for higher Sales position that will fully implement outside sales experience, marketing knowledge, strong analytical & theoretical skills, corporate training & sales management skills. This is to increase profits, bolster company's growth & ensuring personal growth through the available professional development & continuing education opportunities.

## PERSONAL

### Name

BARAA SULTAN

### Address

11A Street - Al-Badi District  
31952 DAMMAM

### Phone number

+966 5 339 039 48

### Email

baraa.sultan@hotmail.com

### Date of birth

20-01-1985

### Place of birth

ABHA-SAUDI ARABIA

### Nationality

Syrian

### Marital status

Married

### Driving licence

Valid

### LinkedIn

<https://www.linkedin.com/in/baraa-sultan-4019b662>

## INTERESTS

- Body Building and Swimming.



## WORK EXPERIENCE

### Aug 2021 - Present **Senior Sales Engineer**

RAWABI ELECTRIC, Dammam 2nd Industrial City.

- Discovering potential customers of ARAMCO, SABIC and Saudi Electricity Company (SEC) for the power systems solutions, such as MV RMU (13.8KV & 33KV Standard, Smart & Motorized), LV Panel Boards, Switch-racks, Transformers, ATS and metal finishing. ANSI-NEMA & IEC Standards.
- Expanding the relationships with the existing accounts & searching for latest sales opportunities.
- Adjusting the Budget and Profit margins.
- Negotiating tender & contract terms & conditions to meet customer & company requirements.
- Managing logistics/ procurement sourcing of Power solution panel's breakers & consumables.
- Annual Target increased to SAR 25M.

### Oct 2016 - Oct 2021 **Sales Engineer**

RAWABI ELECTRIC, Dammam 2nd Industrial City.

- Participate in the entire sales process; initial discovery, project review, offer submission, PO review technically and commercially.
- Assist with development of customer presentation tools and coordination of end-user site visits.
- Develop sales and marketing strategies for key vertical market segments.
- Interface with internal departments to ensure accuracy and timeliness of solution and delivery.

### Aug 2013 - Sep 2016 **Sales Engineer**

HILTI SAUDI ARABIA., Dammam

- Planning the visits schedule on CRM7, 10-15 daily visits & reporting to management.
- Providing pre-sales technical support, HILTI products features & after-sales maintenance services.
- Invoicing & payment collection follow up.
- Exceeding sales goals every quarter & earning monthly / Annual commission for target achievement.

Jun 2010 - Jul 2013 **Project Engineer**

Electronics and Electrical Industries Corporation (EEIC),  
Dammam 2nd Industrial City.

- Management & supervision experience for assembly, installation, start-up, testing & commissioning of Schneider Electric LV\MV MCC Panels, LV\MV Switchgears, Dry type Transformers & different types of electric instruments for various power & automation projects,
- Adjusting the budgets, building project plans, BOMs, risk management plans & integration plans.
- Leading & acting the project supplied to ARAMCO & SABIC end users and improving gross profit margin of the assigned projects.
- Coordinating with all project stakeholders to ensure the project fulfill the requirements.



## EDUCATION AND QUALIFICATIONS



Jun 2004 - Feb  
2010

**Bachelor's Degree in Electronics and  
Communication Engineering**

Al-Isra University, Amman/Jordan



## SKILLS

<b>Premavira 6</b>	★ ★ ★ ★ ★
<b>Microsoft Dynamics AX</b>	★ ★ ★ ★ ★
<b>Project Management Professional (PMP)</b>	★ ★ ★ ★ ★
<b>Interpersonal and Communication skills</b>	★ ★ ★ ★ ★
<b>Microsoft Office</b>	★ ★ ★ ★ ★



## COURSES



Jun 2022 - Jun 2022 **Supervising Others**

RAWABI HOLDING



Aug 2018 - Aug  
2018 **Actionable Selling Skills**

Merc

Jul 2018 - Jul 2018 **Win-Win Negotiations Skills**

Merc

Mar 2018 - Mar 2018 **Advanced Time Management**

Merc

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## REFERENCES

References available on request.