

INZAMAM MUSHTAQ

Business Development , Sales & Marketing Professional



23/08/1989 | +966 533260792 | mushtaq.inz09@gmail.com | [LinkedIn](#)

Executive Summary

A dynamic, self-motivated, results orientated Electro-Mechanical Business Development Professional offering 10 years of versatile experience in Electro-mechanical Projects/Products & Services. Excels in Sales & Marketing, Material / Services Sourcing, Procurement and Project Management with vast experience in B2B and B2C Electrical and Mechanical products & services on International scale. Delivered outstanding results throughout Saudi Arabia, Bahrain, Oman, Jordan and Iraq with the ability to work well under pressure, using excellent communication and problem solving skills. Honoured to work with Leading Government, Defence, Energy & Power, Manufacturing Sector and EPC Companies in the GCC for the last 5 years as a Sales and Business Development spearhead and achieve revenue in excess of multi-million over three consecutive years.

CORE COMPETENCIES

SALES MANAGEMENT

BUSINESS DEVELOPMENT

SALESFORCE

DIGITAL TRANSFORMATION

BUSINESS AGILITY

LEAD GENERATION

COACHING & FACILITATION

CONFLICT RESOLUTION

ACTIVE LEADERSHIP

STRATEGIC PLANNING

BUSINESS ANALYSIS

CORPORATE GOVERNANCE

Professional Experience

SALES AND PROPOSALS MANAGER

(ARC ENERGY SAUDI Co., KINGDOM OF SAUDI ARABIA)

2018 to 2021

KEY ACHIEVEMENTS

- Achieved SAR 25 Million + annual Sales Revenue for Procurement and Sourcing of Critical Electromechanical Products/Equipment's and Services for Key Customers in Saudi Arabia & Oman, 2019-2020.
- Achieved a 21 % Growth Rate in Material Sourcing in 2019-2020
- Won Multiple Service Contracts from HP Valves for Maintenance, Overhauling and Shutdown Service of Gate/Globe and Check Valves in the Span of Two years 2019-20 in the Middle East and Africa Region.
- Secured a TA Purchase Order from SABIC (YANSAB) worth 458K SAR for Scope for inspection and cleaning of MAC inter coolers and Heat Exchange Tube Inspection, January 2021
- Won a contract for Design, Supply and Installation of Chlorination System from SSEM – SWCC SAR 4.8M , December 2020 .
- Won a Mutli-Year Modification and O&M Contract from Yanbu Cement for Replacement and Operation & Maintenance of Existing Impulse Lines for 5 Units, SAR 5.8M , December 2020 .
- Won Sea Water - Lateral Insp & Repair Contract from SABIC (Ibn Sina) , worth 268K SAR , October 2020
- Won Boiler Outage Maintenance Contract from NOMAC Saudi Arabia at IWPP – Shuaibah , worth SAR 3.5M , Dec 2019
- Successfully secured a deal from SEPCO III, KSA for Supplying & Installation of PP10 AMI System for Riyadh PP14 Combined Cycle Power Plant, worth SAR 368K, Oct 2018.
- Secured a maintenance and service contract for Qassim Power Plant (PP3) Saudi Arabia with CMI 2018.
- Won a supply and installation Contract from NOMAC KSA for GCB Assembly;18kV,10.9kA, FKG1F, ALSTOM at a critical shutdown stage for Qurayyah IPP CCGT and delivered/commissioned the material in record time , worth SAR 6.5M , Feb 2019 .
- Won Utility Diversions Project Worth OMR 1.2M from DAMAC at Port Sultan Qaboos (PSQ) Mutrah, Oman,2019
- Awarded a Contract for HRSG Repair & Replacement of Defective Tubing by STOMO worth OMR 200K ,Aug 2019

- Won a Contract from NOMAC, BARKA I – IWPP for Two Ansaldo Caldaie Boilers Units General Inspection, Repairs, Spares & Service Job, March 2020.
- Executed Modification work of Manual to pneumatic Valve at LIWA Plastics Factory, Sohar in cooperation with OQ Group and CCJV, April - May 2020.
- Lead Shutdown and Maintenance works for 28 Globe Valves at SOHAR III IPP, NOMAC from Oct, 2020 till March 2021 in cooperation with SPECO III and HP Valves.
- Won Corrosion in Turbine Hall Structural Steelwork Project Worth OMR 700K from Sohar Aluminium, Feb 2018
- Won Substations Re-vamp , Overhauling & Maintenance and HVAC Modifications in Block Valve Stations of MSCP Project worth OMR 200K from ORPIC, Dec 2018.
- Successfully secured a deal from CC Energy Development Oman for Block 3 and Block 4 Shahd Camp Facilities and Telecomm Tower Operations & Maintenance worth 250k OMR, Oct 2018.
- Submitted a Commercial Bid of OMR 1.7 million for 1.3MWp (AC) per Day Solar Power Plant for Majis Industrial Service at Sohar Port in Cooperation with ISE Spain 2018-2019.
- Successfully won and executed instrument tubing work and loop test for LPIC EPC1 SCU Project for ORPIC under TCC China, 2019.
- Won Service Contract from STOMO for Protection Relay Testing of 6.6KV SWG worth OMR 25K.
- Won a Multi-Year and Multi-Million OMR Contract from NEC for Bus Ticketing Project for MWASLAT including Supply of Technical Manpower and Equipment from LIT Transit Slovenia and AMCO Greece

KEY RESPONSIBILITIES

- Developed and identified business opportunities with key customers and business partners in Oman & Saudi Arabia and setting up / maintaining a Healthy Client Base
- Successfully built an innovative business model by performing Market Analysis based on size, trends/needs.
- Handling Key Customers and Inquiries in Oman & Saudi Arabia and is responsible for Client Negotiations, Technical Bidding, Liaising and providing feedback to the estimation team and Contracts Negotiations.
- Assisted in the growth of the business with clients in Public Sector, Private Sector, Telecomm Sector, Defence Sector and EPC Companies, up to 30 Key Accounts
- Built a customer Base for Technical Services including Skid Mounted Systems ,Boilers/HRSG Spares , Retrofits and Replacement Services including Boiler Tubes Supply , Valve Repair Maintenance, Overhauling and Shutdown Services , Heat exchanger Maintenance/ Overhauling (All types and makes) breakdown services & re-tubing of equipment , Generator and Motor Services, Electro-mechanical Testing & Commissioning Services, Rotating Equipment Services, Infra-Red and Ultra-sonic Scanning for Critical Equipment's, Instrumentation Services and Relay Coordination.
- Constantly developed and implemented sales strategies to grow the business profitably to meet the Annual Sales Targets
- Responsible for managing the entire sales process and sales activities by utilizing and managing Salesforce functions.
- Ensure all customer and opportunity details are managed and maintained in the Customer Relationship Management (CRM) system, Salesforce.
- Regularly creating and meeting monthly/quarterly/yearly sales revenue targets for the allocated business domains.
- Currently managing a team of 8 Sales Engineers and 5 Estimation Engineers for the Oman and Saudi Arabia branches and reporting to the Respective Country Manager
- Providing In-House and On-Call Coaching for Junior Staff and Sales Engineers on sales of diverse range of products and services into a variety of market sectors for new and existing customers.

TECHNICAL SALES & SERVICE ENGINEER

(ARC Energy W.L.L – Riffah, Bahrain)

2016-2018

KEY ACHIEVEMENTS

- Achieved BHD 200K + annual Sales Revenue achieved for Nord-Lock Wedge Locking and Super bolt Solutions and Chromalox Heat Tracing & Industrial Heating Solutions to Key Customers in GCC, 2016-2018.
- BHD 100K + Sales Target achieved for AT-Controls in the Sales of Ball Valves , Butterfly Valves , Rack & Pinion Pneumatic Actuators , Electric Actuators and Limit Switches 2017-2018 .
- Awarded the BHD 50K Project by Midal Cables for Supply and Manufacturing of Liquid Waste Incinerators's – Chimney Ducting , 2016
- Won APM Terminals Project for Maintenance Services of HV/LV and Capacitor Banks worth BHD 264K.
- Secured a 3 year Service Agreement from Aggreko Bahrain to supply and service DSEgenset Control Modules for 50 Sites in Bahrain

- Won 3 Public Tenders from IDECO Jordan , for the Supply of 11kV & 33kV Outdoor RMU's (USD 400K) , Voltage Regulators for 33kV Distribution Network (USD150K) and 630 A 3-P Auto reclosers (USD 330K) 2016 .
- Won Multiple Contracts Mounting towards USD 250K from Engie – Bahrain for Supply and Service of EONE USA - DHCP Panels, spare-parts and Portable Gas Analyzer 2016-18.
- Successfully procured and Installed LV/HV Electrical Cable with complete Accessories in Cooperation with GAMA Contracting for Line 6 Expansion Project – ALBA 2017.
- Won Electrical Scope of Work for Erection, Installation , Testing and Commissioning of Power transformers , Isolated Phase Bus , Generator Circuit Breakers , MV Bus Bars and Resin Power Transformers from Tozzi-Ramsis Cohort for Alba Power Station (PS5) 2017.
- Awarded 3 Contracts for the Supply and Installation of 3-Phase Battery Chargers (48 V DC , 30 A , 30V DC 25A ,) in Cooperation with GEMTA Turkey from Ameer Industries 2017-2018

KEY DELIVERABLES

- Identified and created business opportunities with customers in Bahrain and set up a client base.
- Spearheaded in Leading Sales and Marketing Campaigns for Partner Companies E-One , HP Valves , Johnson March Systems Deep Sea Electronics , Sergi Transformer Protector , NORD-Lock , Filter-Sense , Applied Materials , Chromalox , AT Controls
- Successfully implemented ISO 9001, ISO 14001, OHSAS 18001 Integrated Management System for the Company for Both Bahrain and Oman Branches. Successfully Conducted Certification Audits as well as yearly Surveillance Audits

MARKETING AND BUSINESS DEVELOPMENT EXECUTIVE

(Descon Engineering Limited – Lahore, Pakistan)

2013-2016

KEY ACHIEVEMENTS

- Contract Award for Installation and Testing & Commissioning of 132KV Grid Station, 22KV Substation & Switch yard Equipment's at 50 MW METRO Wind Power Plant, Jhimpir, Sindh , 2015-2016 .
- Won a Service job for Testing of ABB REL 670, ABB RET 67, ABB REJ 525 , Siemens 7UM62, Alstom P443 Relays at Bhikki Halmore power Plant using OMICRON CPC 100 and CIBANO 500 testing kits , 2014-15 .
- Secured ABB Overcurrent and Earth-fault Relay REJ 525 Testing in Saba Power Plant, 2014.
- Secured and executed Testing of Alstom GEC Generator Protection Relays at KAPCO, 2014.
- Deployed our team for Testing & Commissioning of ABB REG630 & RET670 Relays at NANDIPUR Power Plant, 2014.
- Secured a High Impact project as a team for the Erection, Installation, Testing & Commissioning of 2 GE MARK VI GT' s (133 MW each) & Fuji ST (134 MW) , Auxiliary Transformers (Upto 20MVA) & Step-Up Transformer (Upto 200MVA) , 220KV Substation & 220KV Switchyard at Uch2 Power Plant, Dera Murad Jamali , 2013-2014.
- Secured an Operations & Maintenance Sub-Contract from Halmore Power Generation Company for the 225 MW Power Plant 2013 .

KEY DELIVERABLES

- Worked as a Marketing & BD Executive with extensive experience in General Management, Business Development , Trade Marketing, Sales & Distribution and Strategic Planning in the field of Substations Installation/Testing & Commissioning , Relays Coordination & Testing , Steam Boilers, Heat Exchangers , Thermal Oil Heaters, EPC Based Power Plants, process equipment's, waste heat recovery units, water treatment plants, Chillers, cooling towers, Process Re-Engineering & Improvement and Product Innovation.
- Meeting with potential clients for the company introduction and business acquisition.
- Identifying the key decision makers and the decision making process to arrange and conduct visits of prospective clients to Company offices and facilities.
- Set long term direction of the company, develop strategies and participate actively in the decision making process & Business planning.
- Finding and selecting new partners for project based alliances, preparing MOUs, JV and Contracts for Projects, finding new markets, new subcontractor for specialized work and support in proposal preparation.
- Responsible for formulation of winning proposal strategy and proposal preparation by working with engineering, procurement and project estimation staff and also gathering market intelligence about client's bidding strategy as well as competitor information.
- Reporting directly to Business Development Head, Responsible to identify business opportunities, gathering information related to upcoming projects, presenting future way forward strategies, work on strategic initiatives to cater business growth.
- Preparation of strengths, weaknesses, opportunities and threats (SWOT) analysis report on monthly bases.
- To achieve the quarter and annually Business targets.

- Gather market intelligence related to new projects, competitors, changes in relevant organizations and other factors affecting the Company's business.
- Maintain the records of business and inquiries through SAP System.

LEAD ELECTRICAL ENGINEER

(Nishat Mills Faisalabad – Lahore, Pakistan)

2011-2013

KEY DELIVERABLES

- Department in charge in Spinning Unit # 2, for leading all the Operation & Maintenance activities of Electrical Equipment including Transformers, Electrical panels, DG sets with AMF panel, Motors and Distribution Boards.
- Troubleshooting of inverters (ABB, YASKAWA, KEB, and MEIDENSHA)
- Maintenance of Distributed control system DCS (YOKOGAWA).
- Responsible to perform troubleshooting of PLC problems on Real-time.
- Preparation, planning, scheduling and supervision of preventive and predictive maintenance activities.
- Assisting the General Manager & act as the Team Leader of the section in achieving business objectives of the section.

Education

BACHELOR OF SCIENCE: ELECTRICAL ENGINEERING: POWER ENGINEERING

University of Engineering and Technology Lahore, 2011

CERTIFICATIONS:

- **Certified Professional Sales Person , CPSP®** – May 2020
National Association of Sales Professionals (NASP)
- **Certified Scrum Master , CSM®** – April 2020
Scrum Alliance
- **Certified Scrum Product Owner , CSPO®** – July 2020
Scrum Alliance
- **ICAgile Certified Professional – Business Agility Foundations (ICP-BAF)** – May 2020
ICAgile
- **ICAgile Certified Professional – Agile Coaching (ICP-ACC)** – June 2020
ICAgile
- **Inbound Sales Certified** – Jan 2020
Hubspot Academy
- **Certified Corporate Sales Fundamentals SCC-F** – March 2020
SMstudy - Global Accreditation Body for Sales and Marketing Certifications
- **Digital Marketing Fundamentals SCDM-F** – April 2020
SMstudy - Global Accreditation Body for Sales and Marketing Certifications
- **IOSH Managing Safely** – December 2014
IOSH, UK
- **HABC Fire Safety Level 2 Award** – December 2014
Highfield, UK

ELECTRICAL SOFTWARE CAPABILITIES

- ETAP
- PSCAD
- Vizimax
- AUTOCAD
- SEL ACSELERATOR Quickset
- IEC 61850 System Configurator
- DIGSI 4
- DIGSI 5

Professional Memberships & Affiliations

- **The Institute of Sales Management (ISM)** – Since April 2020
Executive Member , EISM®
- **The American Association of Inside Sales Professionals (AAISP)** – Since April 2020
Professional Member
- **National Association of Sales Professionals (NASP)** – Since November 2019
Certified Professional Sales Person , CPSP®
- **The Sales Management Association** – Since Feb 2020
Individual Member