

**MUHAMMAD MUJEEB NADEEM**  
(Experienced Sales & BD Professional)  
**MECHATRONICS & CONTROL**  
**ENGINEER**

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## CAREER OBJECTIVE

To gain a position in a growth-oriented organization that utilize my knowledge and skills to best serve its needs and lead to my involvement in decision making processes in both technical and managerial fields.

## PROFESSIONAL SUMMARY

A Mechatronics Engineer with 13 years multifaceted experience in the era of Sales, Consultancy, Business Development, Team Lead, Management, Technical Assistance and Project Management with leading organizations like **Powerline Solutions, Saudi Arabia, Al-Hawaiya for Industrial Solutions -Saudi Arabia & Middle East Automation & Control Services-Pakistan.**

### Specialities:

- |                     |                                 |                       |
|---------------------|---------------------------------|-----------------------|
| -Leadership         | -Budgeting & Negotiation        | -Instrumentation      |
| -Communication      | -Technical & Business Awareness | -Business Development |
| -Public Relationing | -Sales & Business Planning      | -Customer Support     |
| -Organizational     | -Procurement & Outsourcing      | -Sales Operations     |

## EXPERIENCE

### 1. Powerline Solutions, Dammam, Saudi Arabia



(Nov 2019 to date)

**Company Profile:** An Emerging Solution & Equipment Provider to ARAMCO, SABIC & its affiliates, Petrochemicals, SEC, SWCC, Mining in the field of Engineering, Instrumentation, Industrial Automation, Energy, Procurement, Construction, Project management, Services and Manufacturing Segments.

**Designation:** Sales Lead-Instrumentation

**Responsibilities :** ( **Lead, Sales, Procurement, Application Engineering, Business Development, Technical Support**)

- Selection of field instruments (Pressure, Temperature, Level & Flow, Gas Detection) as per customer requirements and preparation of best techno-commercial proposals.
- Understanding the customer's requirements and providing process automation solutions.
- Making proposals of instrumentation, control systems, electronics and electrical items and systems.
- Developing and sustaining long term customer relationships through engaging customers at all levels including senior levels of the customer organization.
- Promote products and solutions to the End Users, EPCs and Consultants in the region.
- Research and develop market opportunities, monitor competition.
- Having kick-off meetings with clients during finalization of projects.
- Early engagement in the customer buying process diagnosing customers' needs and tailoring solutions to match.
- Managing the day to day and strategic: maintaining a balanced approach to superior customer service and strategic account planning.
- Responded to technical and functional queries of clients & modified and adjusted products considering client's needs.
- Negotiating tender and contract terms and conditions to meet both client and company needs.
- Reviews and evaluates customer specifications to support the sales team in preparing proposals and quotations.
- Identifying new sales opportunities and focuses on providing consultative support by building value propositions for solutions into the account.
- Persuading clients that a product or service best satisfies their needs in terms of quality, price, and delivery.
- Managing and building customer contacts, serving as the customer's ambassador, "trusted advisor" and advocate.
- Focal point for relationship strategies, account and sales plans, proposal strategies, contract negotiations, etc.
- Building up rapport and relationship in the process industries including, technical buyers, economic buyers, relationship buyers, System Integrators, EPCs and OEMs at all levels in an organization including executive-level decision-makers.
- Guiding and leveraging management and executive sponsor interactions with the customer.
- Responsible for motivating others; providing strategic vision for the account while driving self and others for positive business results for Powerline Solutions.
- Giving inputs and feedback on the performance of sales and sales support functions.
- Tender and Proposals working and sourcing out vendors for miscellaneous items.

### 2. Al-Hawaiya for Industrial Solutions, Dammam, Saudi Arabia



(June 2016 to Oct 2019)

**Company Profile:** An independently owned and operated service-based company in Saudi Arabia providing services to ARAMCO, SABIC & its affiliates, SEC, SWCC, Saudi Government, Semi-Government and other MNCs in the field of Instrumentation, Automation and Engineering Services.

**Designation:** Sales Lead-Instrumentation

**Responsibilities :** ( **Lead, Supervision, Sales, Application Engineering, Business Development, Technical Support**)

- Selection of field instruments (Pressure, Temperature, Level & Flow) as per customer requirements and preparation of best techno-commercial proposals.
- Bid Preparation for Instrumentation & Air Compressed System (Including cost estimation & proposal making).
- Early engagement in the customer buying process diagnosing customers' needs and tailoring solutions to match.
- Managing the day to day and strategic: maintaining a balanced approach to superior customer service and strategic account planning.
- Developing and sustaining long term customer relationships through engaging customers at all levels including senior levels of the customer organization
- Managing and building customer contacts, serving as the customer's ambassador, "trusted advisor" and advocate.
- Focal point for relationship strategies, account and sales plans, proposal strategies, contract negotiations, etc.
- Building up rapport and relationship in the process industries including, technical buyers, economic buyers, relationship buyers, System Integrators, EPCs and OEMs at all levels in an organization including executive-level decision-makers.
- Responsible for motivating others; providing strategic vision for the account while driving self and others for positive business results for ALHA.
- Reviews and evaluates customer specifications to support the sales team in preparing proposals and quotations.
- Understanding the clients' technical needs and shaping technical solutions that our clients will find innovative and desirable.
- Ensure that data is accurately entered and managed within the company's CRM or other sales management system.
- Responded to technical and functional queries of clients & modified and adjusted products considering client's needs.
- Lead the team of technical sales professionals & increase the productivity of the sales team by taking technical initiatives.
- Major participation in Pre-Qualification process.

### 3. Middle East Automation & Control Services, Lahore, Pakistan **MACS**

**Company Profile:** Leading Organization in the business of Factory Automation, Industrial/Commercial LPG/SNG Systems, LPG Auto GAS Stations & Solar Energy Systems.

**Designation:** Sales Manager (Instrumentation)

*(Jan 2014 to May 2016)*

**Designation:** Sr. Sales & Application Engineer (Instrumentation)

*(Jan 2012 to Dec 2013)*

**Designation:** Sales & Application Engineer (Instrumentation)

*(Sep 2008 to Dec 2011)*

#### **Responsibilities : ( Lead, Supervision, Application Engineering, Inside Sales, Business Development, Technical Support)**

- Selection of field instruments (Pressure, Temperature, level & Flow) as per customer requirements and preparation of best techno-commercial proposals.
- Identifying new sales opportunities and focuses on providing consultative support by building value propositions for solutions into the account.
- Answering technical and commercial clarifications of clients.
- Supports the sales team to ensure that timely, accurate and detailed quotations are prepared as required.
- Plan and implement sales programs for one or more of the company's product line.
- Ensure activities are in accordance with the developed sales objectives.
- Having kick-off meetings with clients during finalization of projects.
- Reviews and evaluates customer specifications to support the sales team in preparing proposals and quotations.
- Developing long-term relationships with clients through managing and interpreting their requirements.
- Persuading clients that a product or service best satisfies their needs in terms of quality, price, and delivery.
- Negotiating tender and contract terms and conditions to meet both client and company needs.
- Influence and persuade customers toward MACS as a solution provider, winning new specifications and managing successful tender and contract negotiations.
- Lead the team of technical sales professionals & increase the productivity of the sales team by taking technical initiatives.
- Managing regular sales targets and coordinating sales projects.
- Making proposals of instrumentation, control systems, electronics and electrical items and systems.
- Understanding the customer's requirements and providing process automation solutions.
- Pre-sales, solution design and technical assistance to end-user / consultants / contractors and meeting annual sales target.
- Selection and designing of instruments according to the process data, connection, and environment.
- Well versed with control philosophy, panel wiring diagrams, P&I diagrams, cause & effect diagrams, instruments list.
- Familiar with engineering standards ISA, ATEX, CSA, NAMUR, FM, IP Ratings, NEMA, IEC.
- Tender and Proposals working and sourcing out vendors for miscellaneous items.
- Coordination with planning, sales, and project team.

#### **Electrical and Instrument Items Worked For**

Flow Meters (Electromagnetic, Ultrasonic, Variable Areas, Thermal Mass, Vortex, Differential Pressure, Coriolis), Level Transmitters (Guided Wave, Ultrasonic, Magneto-strictive, Capacitive, Hydrostatic) , Digital Process and Temperature Indicators, Loop Powered Indicators, PID Controllers, Digital Pressure Gauges, Flow Computers and Totalizers, Power, Signal Isolators, Frequency/Pulse Converters, Signal Transducers, Power Transducers, Panel Meters (Electrical and Process), Signal Transmitters, Temperature and Humidity Transmitters, Pressure, Vacuum & Temperature Gauges, RTD and Thermocouple Sensors and Transmitters, Pressure, Temperature and Level Switches, Thermometers, Level Indicators, Liquid Level Gauges, Humidity Meter, Flue Gas Analyzer, Moisture/Temperature/Dew Point Meter, Pressure and Temperature Calibrators, Fixed & Portable Gas Detectors, Control Valves, Control Cables, Conductivity Transmitter, Dissolved Oxygen Meter, Proximity Sensors, Solenoid Valves, Positioner & Actuators,

## **Electrical and Instrument Brands Worked For**

Honeywell	Rosemount	Yokogawa	ABB	Vortek Instruments	Alia Group Inc
PR Electronics	Magnetrol	Siemens	Vega	Geca Tecno Control	Precision Digital
Macnaught	Nivelco	GE Drucks	Wika	Sage Metering	Endress + Hauser

## **PROFESSIONAL COURSES & TRAININGS**

- 02-month internship in Middle East Automation & Control Services (Pvt.) Lahore, Pakistan.
- 02-month internship in Measurement & Control Systems (Pvt.) Lahore, Pakistan.
- 02-month internship in HMA Pumps (Pvt.) Lahore, Pakistan.
- 04-weeks internship in Rustum & Sohrab Cycle & Motorcycle Industries (Pvt.) Lahore, Pakistan.

## **EDUCATION**

### **B.Sc. Mechatronics & Control Engineering (2004-2008)**

University of Engineering and Technology (UET) Lahore, Pakistan, **PEC Reg.** Mechatro/222, **SCE Reg.** 527850

F. Sc Pre-Engineering (2002-2004)

PAEC Model College for Boys Chashma, Mianwali (F.B.I.S.E. Islamabad) Pakistan

Matriculation (2000-2002)

Govt. High School Ahmad Pur Sial, Jhang (B.I.S.E Faisalabad), Pakistan.

## **TECHNICAL SKILLS**

- Calibration of All Types of Instruments.
- Programming of instruments with (SFC, HART) Communicators, sequence test, logic test and Closed loop Test to monitor the function of instruments also to confirm the continuity of cables.
- During startup Troubleshooting I can Read & worked on P&ID, LID.
- Pneumatic Calibration: (Eurotron Model: Micro Cal P).
- Electronic Calibration: (CA-100, YHC4150 X by Yokogawa).
- Handheld Communicators Such as Smart (Honeywell, Yamatake) & HART ABB, Rosemount 375/475. Yokogawa, BT-200, BT-100.
- PC Based Programming/Calibration Software: PR Electrons, MicroMod, ProComsol Hart Communicator, Nivelco
- PLC Programming: Ladder Logic
- Others: CUBEERP, Quickbook, Advance MS Office.

## **ACHIEVEMENTS**

- Selection for all Pakistan universities contest Battle of Minds 2008 from UET Lahore Pakistan organized by Pakistan Tobacco Company (PTC) Pakistan.
- Participation in All Pakistan Electronics Club Competition organized by UET Lahore Pakistan, 2006.
- Distinction Awards that were awarded by UET Dramatics Society on best annual performances.
- 1<sup>st</sup> prize in Essay Writing at District level Jhang, 2002.
- 3<sup>rd</sup> prize in English Speech at Tehsil level Shorkot, 2002.

## **PERSONAL SKILLS**

- I like challenging environment.
- Self-motivated, dynamic & ambitious team player with a positive attitude.
- Principal Traits are punctuality, honesty, hard work and abiding by the organization rules & policies.
- Fine communication and Managerial skills.

## **CO-CURRICULAR & EXTRA CURRICULAR ACTIVITIES**

- Love to play Chess (UET hostel winner 2007).
- Cricket, Badminton (UET hostel winner 2008)
- Poetry (participated in various events at school, college, and university level).
- Songs, Movies, Internet Surfing, Book Reading, Hiking.

## **LANGUAGES**

English, Urdu, Arabic

## **REFERENCES**

References can be furnished on demand.