



Asim Ali Lodhi
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RESUME

Executive Summary:

- Highly creative, motivated and goal-oriented professional with over 20+ years of multifaceted experience.
- Extroverted and customer-focused sales leader with a natural ability for building new business and forging locality with clients, vendors and external business partners.
- Motivational management style with a proven history of building, guiding and retaining high performance teams to develop and implement strategies and accelerate growth.
- Worked with people from different ethnic backgrounds and nationalities in a global environment
- Computer literate, proficient in MS office (Word, Excel, Power point, outlook)
- Hands on experience in AutoCAD and Photoshop.

Qualifications:

- **MBA, Master's in Business Administration (Marketing)**
Virtual University Lahore, Pakistan
- **Graduation**
University of the Punjab, Lahore, Pakistan
- **Diploma in Mechanical**
Govt. Technical Collage, Lahore, Pakistan
- **F.Sc - Pre Engineering**
Board of Intermediate & Secondary Education, Lahore, Pakistan
- **MIS, Management Information System Courses**
University of the Punjab, Lahore, Pakistan
- **02 Year's Internship Program**
IFL – Ittefaq Foundries (Pvt.) Ltd., Kot lakhpat , Lahore, Pakistan
 - Designing & Drafting.
 - Production Planning.
 - Project Planning.

Fields Of Expertise

- Business Development.
- Marketing Management.
- Sales Promotions & Advertising.
- Estimation & Proposal Making.
- Project Planning.
- Materials Management
- Operations Management.
- Logistics and Supply Chain Management

Languages:

- English - (Excellent)
- Arabic - (Fair)
- Urdu - (Native)
- Punjabi - (Native)

Skills:

- Time Management
- Leadership
- Communication
- Flexibility
- Research & Strategy
- Technical
- Problem Solving
- Negotiation & Persuasion
- Team Work

Personal:

- Age 51 Years,
- Nationality: Pakistani
- Married, 04 Dependent
- Valid Driving License: KSA

Professional Experience

Duties and Responsibilities:

Responsible to establish a fabrication and machine shop facilities to undertake light steel structure fabrication and repair/maintenance works.

Responsible to develop and maintain effective business relationships with all relevant external/internal entities such as potential clients, service providers etc. with highest standards of business ethics.

Responsible to get register the company with Aramco, Sabic, Marafiq, Sasref, Madan, Sadara and various other oil & Gas companies.

Responsible to manage and to get the ISO standard certifications.

To set the sales targets, establish, manage and drive sales team, interactions with prospects and existing customers to generate RFQ's and to secure the maximum market share.

To Prepare, BOQ's, Cost Estimations, Proposal Making, follow up quotations and negotiations.

Drafting of scope of work, commercial/technical specifications in accordance with the project and customer's requirements.

Follow up of work order executions from beginning up to the completion and delivery of the product to customers.

To handle business cycle documentations (Contracts, Enquiries, Pre-Qualification documents, Company Profile, Catalogue, Website, Presentations.

Regular follow up of existing and new customers to Build strong and friendly business relations.

Out sourcing and to locate the suppliers, floating enquiries to get the best raw material prices and quality.

Duties and Responsibilities:

Responsible for executing all necessary tasks related to recyclable scrap material management i.e. collection, grading, segregating, processing, recycling and exporting of all types of ferrous & nonferrous industrial scrap materials.

Prepared project execution plans for smooth operations and control of all ongoing projects.

Materials Inspections, Price Evaluations, Bids submissions, Negotiations and to prepare contract agreements.

Monitored and managed day to day progress of the projects and generated daily activity reports in order to ensure the timely completion.

Regular Follow-up of all project related issues and to prepare pro-activity reports for higher management.

Liaison with subcontractors, suppliers and buyers to coordinate projects related functions.

Motivation and Training of the workers and staff members.

Effectively handled and solved customers complaints.

Oversee all Stock Procedures, Inventory control & Policies with collaborations of other departmental Heads.

Duties & Responsibilities:

Manage and coordinate the technical sales handling process, create new business opportunities and resolve the customer concern issues in a prompt and efficient way.

Integrated analysis of market and to target customer's competitive analysis.

Lead contract negotiations terms and conditions in compliance with company policies.

Design and prepared presentations to customers, industry, partners and management.

Highlight the problematic areas and to conduct SWOT analysis to provide effective solutions to deal with the various marketing issues.

Work directly with management to determine pricing strategies.

Recommendations based on a wide variety of factors that may exist in any combinations for each opportunity. These factors included specifications, characteristics, competitive positions, contract terms, payment terms, work load,

Nov. 2021 – Present Factory/Sales Manager

Gulf Values Industrial Company,
Jubail, KSA

Sep. 2011 - 2020 Manager Operations/Business Development

SAMARCO
Saudi Materials Recycling
Company Ltd.,
Division of Al Bawardi Group
of Companies, Dammam,
KSA

April 2008 – March 2011 Marketing Manager

Amida Gulf FZE, SAIF Zone
Sharjah, UAE

**Sep 1999 - March 2008
Marketing Manager**

Haji Siddique Marine &
Engineering LLC, JADAF,
Dubai, UAE

Duties & Responsibilities:

Development of effective sales promotion strategies and innovative business models.
Setting Sales Targets according to the market potential of company's products and services.

Designed company catalogs, brochures and profiles.

Identify business needs and formulate sales strategies and developed close relationships with clients.

Conduct market Research to determine customer's needs & requirements for existing and future product/services.

Estimation and Preparation of Technical/Commercial Proposals:

Drive the business revenue on a short term and long-term basis by targeting, identifying, meeting and profiling qualified clients to obtain work orders.

Responsible to take input from the business analysts and project managers to develop and maintain the detailed schedule.

Compile summary documents, e.g., Market Development Plan, management Summary and Target Customers Profile.

Collect and include contributions of the Team.

**July 1994 – Sep 1999
Dy. Manager (Estimation
& Proposal)**

Haseeb Waqas Engineering
(Pvt.) Ltd., Lahore, Pakistan

Duties & Responsibilities:

Responsible for estimation, proposal making and to submit the various manufacturing equipment and industrial parts i.e. Pressure Vessels, Heat Exchangers, Package Type Smoke Tube Boilers ½ t/hr to 20 t/hr, High Pressure Water Tube Boilers 40 t/hr. to 80 t/hr., Light and Heavy Steel Structure Building, Ware Houses, Bulk Storage Tanks, Ship Spare Parts i.e., Steam Chests, Water Coolers, Pump Bodies, Motor Bodies and various fabricated/ machined parts of oil and gas companies etc.

Turn key Projects of Sugar Plants and Cement Plants

Collection, Preparation and Submission of Tenders Documents (Government, Semi Government and Private sectors)

Participation in Tender openings and preparation of technical and commercial comparison reports for the effective decision making of higher management.