

## Executive Summary

- A Highly creative, motivated, and goal-oriented professional with over 20+ years of multifaceted experience.
- 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, PowerPoint, Outlook)
- Hands-on experience in AutoCAD and Photoshop.
- Has comprehensive knowledge of the Middle East market and have good contacts in various industrial sectors.

## Professional Experience

(Jan. 2022 – Present)

### General Manager Industries

#### Balhamer Industrial Group (Dammam, KSA)

A leading group comprised of the following industries, Aluminum Extrusion Manufacturing, Metal Coating, Granite Powder Manufacturing, PVC Pipes Manufacturing and Aluminum & Metal Fabrication

### Duties and Responsibilities:

- Managing orientations and exit interviews for employees.
- Developing strategies to improve overall quality and productivity.
- Planning, coordinating and managing all business operations to achieve corporate goals.
- Evaluating the effectiveness of marketing program and recommend improvements.
- Generate business, cost and employee reports to management.
- Scheduling regular team meetings to discuss about business updates, issues and recommendations.
- Providing direction and guidance to employees in their assigned job duties.
- Determining staffing requirements and ensuring that office positions are filled promptly.
- Ensuring that employees follow company policies and procedures.
- Responding to employee concerns in timely manner.
- Assisting in employee recruitment, training, performance evaluation, promotion and termination activities.
- Managing administrative, logistical, human resources, and accounting services to support company operations.
- Managing human, financial, and commercial resources to ensure that branches are supported and the budget, among other key financial and forward looking (prospective) metrics of the branches, are actively flowing according to expectations.
- Working closely with the Branch Managers, the General Manager regularly reviews the sales performance within the branch, guides and motivates the teams and other support staff in meeting their objectives & targets.
- Managing inventory to mitigate dead stock increases and fast-moving stock availability among various suppliers.
- Regular assessment of branch locations and performance across all areas to ensure the achievement and maintenance of standards.
- Liaising with marketing regarding trade show potential.
- Addressing customer inquiries promptly and professionally and ensuring customer satisfaction.
- Developing and implementing business plan for profitability.
- Assisting in budget preparation and expense management activities.
- Utilizing job knowledge, customer service feedback and knowledge of weak areas within the staff to identify training needs and development plans.
- Ensuring that the facilities, assets and operations inside the branches are maintained to a high standard inclusive of the buildings both interior and exterior.
- Providing guidance to Product Specialist in respect to market information needed, product sales evaluation, and supplier presentation related to the associated manufacturers products.
- Ensuring strict implementation of standards and conformance to ISO established procedures.

(Sep. 2011 – Dec. 2021)

### **Manager Operations**

#### **SAMARCO (Dammam, KSA)**

Saudi Materials Recycling Company Ltd.,

Division of Al Bawardi Group of Companies, a leading Scrap Materials Management Company based in the kingdom of Saudi Arabia deals in various types of Ferrous & Non-Ferrous Materials.

#### **Duties and Responsibilities:**

- I was responsible for executing all necessary tasks related to various types of scrap metals i.e.,
  - Scrap Metals Collection, Segregation, Grading, Processing (Cutting, Shredding, Baling), Dispose of the waste materials to municipality designated landfill area
  - Hazardous waste removal according to the international standards and procedures
- Handled export of the non-ferrous materials to India, China, Singapore, and UK markets by offering the most up-to-date pricing based on the LME.
- Participated in international exhibitions and conventions.
- Made pricing strategies to purchase the scrap materials for the local markets and small suppliers for all the company branches throughout the Kingdom of Saudi Arabia.
- Implemented and followed the health and safety policies and procedures according to the international rules and regulations.
- Oversaw Stock Procedures, Inventory control & policies with collaborations of other departmental Heads.
- Conducted training for yard supervisors and workers about sorting and grading non-Ferrous metals by using the following Handheld XRF analyzers.
  - Thermo scientific Portable Niton™ XL3t XRF Analyzer
  - Bruker XRF S1 TITAN 600 Portable Analyzer

(Sep 1999 - March 2010)

### **Marketing Manager**

#### **Haji Siddique Marine & Engineering LLC, JADAF (Dubai, UAE)**

A leading Group engaged in the following Fields: Foundry, Precision machining, Manufacturing, Steel Structure Fabrication, Repair & Maintenance, Electroplating, Dewatering Pumps, etc.

#### **Duties & Responsibilities:**

- Developed effective sales strategies and innovative business models.
- Set sales targets according to the market potential of the company's products and services.
- Designed company catalogs, brochures, and profiles.
- Identified business needs and formulated sales strategies and developed close relationships with clients.
- Conducted market research to determine customers' needs & requirements for existing and future products and services.
- Estimation and Preparation of Technical/Commercial Proposals.
- Drove the business revenue on a short-term and long-term basis by targeting, identifying, meeting, and profiling qualified clients to obtain work orders.
- Responsibly took input from the business analysts and project managers to develop and maintain the detailed schedule.
- Compiled summary documents, e.g., Market Development Plan, Management Summary, and Target Customers Profile. Collected and include contributions of the team.

(July 1994 – Sep 1999)

**Dy. Manager Estimation & Proposal**

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

**Duties & Responsibilities:**

- Was responsible for estimation and proposal making and submitted of following Plants, equipment, and industrial parts i.e.
- **Turnkey Projects of Sugar Plants and Cement Plants**
- **Mechanical Equipment/ Machinery 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, Bulk Storage Tanks (water/oil), Ware Houses, Ship Parts i.e., Steam Chests, Water Coolers, Pump Bodies, Motor Bodies, and various fabricated/ machined parts of oil and gas plants, etc.
- Collection, Preparation, and Submission of Tenders Documents (Government and Private Companies)
- Participation in Tender openings and preparation of technical and commercial Comparison Reports for the effective decision-making of Higher Management.

## Education

- **Master's in Business Administration (Marketing)**  
Virtual University Lahore, Pakistan
- **Graduation**  
University of the Punjab, Lahore, Pakistan
- **F.Sc. - Pre-Engineering**  
Board of Intermediate & Secondary Education, Lahore, Pakistan
- **Technical Trade Certificate in Mechanical**  
Pak German Technical and Training Institutes, Lahore, Pakistan

## Profile

- Age: 52
- Nationality: Pakistani
- Valid Driving License: KSA
- Marital Status: Married
- Dependents: 3
- Languages: English, Urdu, Arabic