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PROFESSIONAL SUMMARY

Results-driven, analytical and proactive sales manager with a proven track record of performing high-quality work and achieving targets in a fast-paced environment. Systematic, ingenious and innovative problem solver. Resourcefully works through and around problems. I possess over 20 years of business development and strategic account management experience globally. Energetic and personable nature to create and implement new initiatives that generate revenue growth. Combine marketing expertise with experience leading high-performing sales teams to generate significant sales growths. Operates in an adaptable and flexible manner promoting team building and customer relationships.

SIGNATURE SKILLS,

- **Strategic Business Planning**
- **AOP, Strategy, Budgeting and P&L**
- **Saudi Aramco New Technology Entrepreneur**
- **Customer Relationship Strategy**
- **Communication and Interpersonal Skills**
- **Sales Strategy Implementation**
- **Business Development**
- **Market Strategy Analysis**
- **Business Re-engineering**
- **Technical Sales Recommendations**

Work Experience

Business Development Manager (Dec 2018 – May 2021)

Sawafi Al-Jazeera Oilfield Products and Services Co.Ltd. (Alturki Holding subsidiary) Khobar, Saudi Arabia

- Presented New Technologies to Saudi Aramco as Digitalization solutions to Drilling and cost Problems: Reservoir Engineering, Drilling Mega Data, Drilling, Completion and Artificial Intelligence, Machine Learning, Internet of Things
- Localizing Oil & Gas Premium International Manufactures Products & Services
- Planning with Saudi Aramco IS/SSD to localize oilfield tools manufacturing at SPARK
- Restructured existing business agreements with sales and margin improvements, and Managed Company Strategy, budget and expansion plans for 5 years
- Arranged Saudi Aramco Prequalification processes for Comprehensive Drilling Tools Rental, Directional Drilling Services, Mud Engineering for Saudi Aramco Bid Slate and LFC
- Acquisition process for USA Directional Drilling Services to localize DDS in MENA
- Joint Venture Process to localize oilfield services and products in MENA

Drilling & Well Services Manager (Jan 2016 – Dec 2018)

NBC (National Basics Company) Dammam, Saudi Arabia

- Initiated IKTVA program for the company and got excellent IKTVA Score.
- Localizing Oil & Gas Premium International Manufactures Products & Services in Saudi
- Established Drilling & Well Services (Upstream) in the company.
- Awarded SFC within five months for Well Survey Services, with Pre-qualification Process.
- Establishing a local assembly plant for a specialized and unique products, supported by an international technical partner.
- Awarded an excellent contract for Water Well Drilling Services with Schlumberger and Saudi Aramco for RAK.
- Procurement and compete arrangement for RAK Project, Rigs, Equipment, Camp, Crew, Logistics.

Business Development Manager (Jan 2015 – Jan 2016)

Enpro (Energy Projects Support Company) Al-Khobar, Saudi Arabia

- Localizing Oil & Gas Premium International Manufactures Products & Services in Saudi
- Creating a parallel cost-saving market
- Optimizing sales with aggressive sales plans
- Setting up affiliations, partnerships, joint ventures with lead manufacturers
- Assorted Business models Contracts and Agreements
- Saudi Aramco and Service Companies daily sales and service-quality visits
- Conducting Technical Presentations, Technical & Financial Proposals and Bids Writing

Service Manager (Jan 2014 – Jan 2015)

GOTECH (Gas & Oil Technologies Company) Al-Khobar, Saudi Arabia

- New Solutions of Upstream & Downstream to Saudi Aramco
- Technical & Financial Proposal Preparations
- Trial Tests & Contracts Initiation & Closure
- Quality Services & Improvement with Saudi Aramco Drilling and Production and Pipeline
- Accounts Management: Drill Bits, Measurement While Drilling & Gamma Ray Survey, Memory Gauges, Marine Services, Drilling Barite, Pipeline Inspection & Integrity.

Operation Manager (Jan 2013 –Jan 2014) (Moved to GOTECH after merging AlRiyadha under GOTECH)

ALRIYADHA ALOULA GROUP, (AL-Othman Holding) Al-Khobar, Saudi Arabia

- Upstream & Downstream Strategic Business Unit
- New Business Contracts & Development
- International Oil & Gas Projects in West Africa (Workover and Drilling & Completion)
- Environment Protection Solutions with Saudi Aramco EPD

General Manager (Jan 2005 –Jan 2013)

KASAB INTERNATIONAL TRADING,(Oil & Gas) Al-Khobar, Saudi Arabia

- New Solutions and Technologies of Upstream & Downstream to Saudi Aramco
- Business Planning and Budgeting & SOP
- Technical & Financial Proposal Preparations
- Fields & Rigs visits & Technical Support

- Trial Tests & Contracts Initiation & Closure and Setting New Records with highlighted Performance in Saudi Aramco
- Accounts Management: The only approved Chinese Drill Bits in Saudi Aramco, created new market for Stand-Alone Measurement While Drilling & Gamma Ray Survey, Memory Gauges, Tractors, Drilling Barite, Pipeline Inspection & Integrity and 3D Laser Scanning NDT Modeling and CAD Drawings for Saudi Aramco Rigs.

Operations Manager (Jan 1999 –Jan 2005)

KINGDOM HOLDINGS (Diversified Business & Retail) Riyadh, Saudi Arabia

- (Three Companies) Operations Management
- Business Planning and Budgeting & SOP
- New Business Development
- Commercial Management
- Agencies Acquisition
- Special Projects
- Receiving & Logistics

General Manager (Jan 1982 – Jan 1999)

AL THOUKAIR ENTERPRISE(Diversified Business & Retail) Riyadh, Saudi Arabia

- Business Planning and Budgeting
- Contracting & Projects Management
- Retail & Sales Management

Education

B.A English Literature (1986)

- King Saud University, Riyadh, Saudi Arabia

Diploma Computer Sciences (1987)

- Al Kurdi Computer Institute, Riyadh, Saudi Arabia

Senior Courses (1999- up-to-date)

- Online Webinar, Drilling, Management, Reservoir, Completion, Modeling, SPE/IADC International
- Business Management, Kingdom Holding, Saudi Arabia
- Business Contracts & Negotiation, Kingdom Holding, Saudi Arabia
- Drilling & Completion, Kasab & Affiliates
- Business Development & Planning & Operations, Al-Othman Holding, Saudi Arabia
- Sandler Training (Silver Award)

Bio- Data

- Nationality: Syrian
- living in Saudi Arabia since 1978
- Date & Place of Birth: 1965 Damascus, Syria
- Social Status: Married, 3 Children (26 Yrs. Son, 19 Yrs. Daughter and 12 Yrs. Son)
- Languages: Arabic (Native), English (Excellent), French (Good).
- **Saudization:** *considered as a Saudi National in Labor Office and GOSI, and work in the private sector without sponsorship transfer, as married to a Saudi Lady.*