

Saifullah Khan

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C O V E R L E T T E R

Date:

To,

Dear Sir,

I am a competent and dynamic Engineering and Marketing professional with a successful career spanning 14 yrs with reputed engineering / manufacturing companies, managing Sales and Marketing / Business development functions I'm having good understanding of Saudi and GCC markets / sectors such as Engineering, Power, Oil & Gas and Steel industries.

Recently associated with Energya Steel Solution (Hesham Helal Elsewedy) , KSA in the capacity of Manager, Sales and Marketing and I am responsible for devising sales and marketing strategies for the company products and services like Design, Supply, Fabrication, Painting / Galvanization, site delivery, erection of lattice / structural steel and Static Equipments.

Key Competencies:

- Business Development
- Market Research & Analysis
- Sales
- Pre / Post tender technical Support
- Team Management

My technical / negotiation skills are complimented by strong leadership and organizational skills. My experience so far, has helped me evolve as a sound professional with capabilities to accept greater challenges and thus enlarges my career canvass. In view of my experience and abilities, I am confident that I will be able to deliver expected results within specified timelines.

Attached is my resume for your kind perusal I would appreciate an opportunity to discuss ways in which I would be able to contribute towards the growth of the organization.

Thankingyou,

Sincerely,

Saifullah Khan

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Professional Brief: A competent and dynamic professional with a successful career experience of over 14 years, managing Sales & Marketing functions for reputed companies from diverse sectors. Recently associated with Energya Steel Solution (Hesham Helal Elsewedy) KSA in the capacity of Sales and Marketing Manager.

Core Competencies: Business Strategy Planning ~ Market Research & Analysis ~ Marketing & Sales ~ Brand Promotion and Management ~ Corporate Communications ~ Team Management

Soft Skills: Focused and Dedicated ~ Analytical Thinking ~ Methodological Approach ~ Quick Decision Making Abilities ~ Passion for Excellence ~ Presentation Skills ~ Communication & Interpersonal Skills.

Seeking a challenging assignment as
Manager – Business Development /
Sales Target Sector: Engineering

Profile Snapshots

- A keen planner, strategist & implementer with demonstrated abilities in devising marketing activities and accelerating the business growth.
- Possessing sound knowledge dynamics governing the GCC markets for various industrial domains like Steel (Fabrication), Power, Water Treatment, Oil & Gas, Petrochemical, Engineering etc.
- Expertise at analyzing market trends and capitalizing on global market opportunities to create high profile, partnerships through innovative sales and marketing strategies.
- Proficient in developing & streamlining systems with proven ability to enhance operational effectiveness and meet operational goals within the cost, time & quality parameters.
- Highly motivated, positive, committed and goal-oriented, with a high level of flexibility and resourcefulness.
- A strong communicator possessing leadership, organizational, and team building skills with ability to grasp new concepts quickly and utilize them in a productive manner.

Key Functional Areas

Strategy Planning: Identifying needs, developing an action plan for facilitating changes to enhance the company's performance. Steering operations with focus on devising policies & directives; overseeing their implementation to ensure achievement of pre-set goals and mission,

Business Development: Formulating short term and long term plans to enhance market presence and promote marketing operations to meet organizational objectives. Identifying & exploring markets and collating market intelligence reports for developing key entry strategies to penetrate new markets.

Key Account Management: Identifying and networking with key decision makers of prospective clients, generating business from the existing accounts and achieving profitability and increased growth.

Operations: Strategic utilization of available resources and sourcing new avenues to facilitate the existing business and the orders processed. Setting up systems and procedures for the relevant teams and departments to ensure harmonious flow of work and information to meet the requirements of customers, from time to time.

Team Management: Leading, training, recruiting & monitoring the performance of team members to ensure efficiency in marketing operations; conducting meetings for setting up objectives and designing or streamlining processes to ensure smooth functioning of operations.

MARKET FOCUS

Power plants, Water desalination plants, Oil & Gas sector, Petro-Chemical plants, Cement Plants and Transmission and Distribution (T & D) Power plants and distribution, Industrial and commercial projects.

CARRER SUMMARY

Work Experience in Saudi Arabia

Company : Energya Steel Solutions (Rabegh, Saudi Arabia)

Co profile : Well renowned name in GCC for manufactures of steel products, comprehensive range of General steel Fabrication (Light, Medium and Heavy steel Structures) steel processing equipment's, Tanks and Pressure Vessels, **Transmission and Telecom Towers, Wide range of Electricity Poles, High Masts, Hot Dip Galvanizing, steel Gratings**, stud bolts and wire mesh and Electromechanical Engineering works apart from Turn Key Projects.

Position : Manager Sales and Marketing

Period : From Jan 2017 Till date

Products / Services Handled: Design, Supply, Fabrication, Galvanization, Painting, site delivery and erection of lattice and structural steel, Electricity poles (lighting ,distribution and Monopoles) steel process equipment (plate works), tanks, stacks and equipment.

Main responsibility:

- Achieve growth and hit sales targets by successfully managing the sales team and overall responsibilities of Sales starting from generating leads and to convertas
- Design and implement a strategic business plan that expands company's customer base and ensure it's strong presence in the market and efforts has been taken to increase market share.
- Own recruiting, objectives setting, coaching and performance monitoring of sales representatives
- Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs
- Present sales, revenue and expenses reports and realistic forecasts to the management team
- Identify emerging markets and market shifts while being fully aware of new products and competition status

Work Experience in Bahrain 2 Years

Company : Ahmed Mansoor Al Aali – Structural and Mechanical Div. (Bahrain)

Co profile : Ahmed Mansoor Al Aali (AMA) a well renowned name in GCC for Manufacturing, AMA- Structural Mechanical Division (SMD) is the largest facility in Bahrain and well-known name in fabrication and supply of structural Steel, Static equipment's manufacturing and Aluminum smelters (Pot shells) with annual production capacity of about 30,000MT.

Position : Manager Sales and Marketing.

Period : From June 2014 to Dec 2016

Products / Services Handled: Design, fabrication, galvanization / painting, supply and erection of lattice and structural and static equipment's (Structural Steel: Steel Plate works (viz. Ducts, Chutes, etc.), Piping Spool, steel gratings , stud bolts and wire mesh Static Equipments: Pressure vessels, shell & tube heat ex changers, silos and storage tanks, etc.

Main responsibility:

- Developing sales activities to expand the customer base, increase sales as a consequence (share shift, end users initiatives, organize regional technical and commercial training).
- Active involvement, starting from initiating inquiries and to make sure such shall be converted as orders.
- Routine follow-up / visit with existing and prospective customers at pre and post award stage to generate orders and to maintain flow of repeated orders from existing clients / contractors.
- Meets regional sales financial objectives by forecasting, preparing an annual budget; analyzing variance and initiating corrective actions.
- Identifying client/customer/ EPC contractors needs and relate them to new products and or services. Collect and report information about the market to the market segmentation teams (competitions, customers and other driving forces.
- Conducting ongoing monitoring of the companies' activities and to initiate changes where necessary.
- Coordinating with Sales Director / CEO to draw up strategic plans in order to set up objectives

Work Experience in Saudi Arabia 12 years

Company : Energya Steel Solutions (Rabegh, Jeddah Saudi Arabia)

Co profile : Well renowned name in GCC for manufactures of steel products ,comprehensive range of General steel Fabrication (Light, Medium and Heavy steel Structures) steel processing equipment's, Tanks and Pressure Vessels, Transmission and Telecom Towers, Wide range of Electricity Poles, High Masts, Hot Dip Galvanizing, steel Gratings , stud bolts and wire mesh and Electromechanical Engineering works apart from Turn Key Projects.

Position : Project Sales Manager - Manufacturing

Period : From Jan 2011 Dec 2013.

Products / Services Handled: Design, Supply, Fabrication, Galvanization, Painting, site delivery and erection of lattice and structural steel, Electricity poles (lighting ,distribution and Monopoles)steel process equipments (plate works), tanks, stacks and equipments.

Main responsibility:

- Manage major projects with respect to engineering, manufacturing, scope of work, budget, schedule, quality, safety, and contract administration through all the project phase and in accordance with company policies, standards and project objectives
- Prepare and submit budgets, project plans, and reviews for monitoring, reporting and approvals with stakeholders Maintains and expands customer base by counseling concern sales representatives; building and maintaining rapport with key customers; identifying new customer opportunities. Manage and coordinate commissioning, system acceptance, and warranty period with customers / clients.
- Participate with engineering firms, shipyards and vendors for contract negotiations
- Establish project team organizations with diverse skill sets
- Coordinate project with support teams, classification society and customer
- Review, administer, control, and authorize project budget expenditures as required .This role will be measured on revenue, project profitability, and meeting or exceeding all agreed upon contract deliverables
- Provide feedback for appraisals of project personnel
- Help to develop standards and tools for use on all projects
- Build effective cross functional relationships; develop a team environment that ensures alignment to company goals, objectives, and corporate values

Company : **Zamil Steel Industries (Dammam, Saudi Arabia)**

Co – Profile : World renowned manufactures of steel products like buildings, steel structures, transmission towers, telecom towers, static equipment’s (Pressure vessels, Heat exchangers, Storage tanks etc) with a turnover of 1.22 Billion USD and having business operations in more than 60 countries across the globe.

Position : Area Sales Manager.

Period : From Sept 2001 till Oct 2010.

Products / Services Handled: Design, Supply, Fabrication, Galvanization, Painting, site delivery and erection of lattice steel (Transmission, Telecom towers, gantries – substation) steel support structure and structural steel works.

Main responsibility:**Marketing:**

- Developing and executing marketing plans , including profit and loss structures designed to assure achievement of agreed-to volume , market share and profit objectives .
- Preparation of the cash flow statements, cost break up, payment terms deviation to Tender documents, Delivery any specific strategy to be adopted while preparation of offer.
- Ensuring maximum customer satisfaction by providing pre/post technical assistance and achieving delivery and quality norms

Business Development:

- Developing new clients by comparative study of market variables such as cost, payment terms, and tracking competitor activities for providing valuable inputs to fine-tune marketing strategies .Identifying new key Institutional accounts and strategically secure profitable business.
- Preparing national and International technical and commercial offers / proposals.
- Conducting / attending seminars, trainings and presentations for customers ; establishing new accounts by identifying potential customers Providing pre-sales technical assistance and product education liaising with other members of the sales team and other technical experts

Sales / Techno commercial:

- Reviewing the customer inquiry RFQ & RFP for preparation of offer, Organizing the team to attend to the customer queries
- Conducting the review meetings to finalize the contracts / Purchase Orders.
- Conduct / attend the Kick of meeting with customer and within the company to formulate the project execution schedule Inspections and payment terms.
- Managing and interpreting customer requirements - listening to clients and using astute questioning to understand, anticipate and exceed their needs. Advising clients what product or service will best satisfy their needs in terms of quality, cost and delivery. Negotiating tender and contract terms, to meet both client and company needs.
- Recording and maintaining client data base, supporting marketing activities by attending trade shows, conferences and other marketing events.

Active involvement in process of PQ / Approvals /Tendering/Finalization with GCC / MENA End-users like :

Saudi Arabia : Saudi Aramco, Saabic, Marafiq, Royal commission (Jubail) , Pterorabigh, SWCC. SEC (Saudi Electricity company) and Maaden Aluminium .

UAE : Adnoc, Adco, EGA, Dewa, Fewa, Adwea , Gasco , Takreer and Dubai (Emal)

Kuwait : KNPC, KOC and Ministry of Water and electricity (MEW). QATAR : Qatium, Qatar Petroleum , RAS GAS and Kaharama Bahrain : EWA, Bapco, Alba , Tatweer, Banagas, and GPIC.

Oman : PDO , OETC and Sohar Aluminium etc

Morocco : Morocco Office De electric et de Eau Potable (ONEE)

Algeria : Kahrif

Telecom sectors : Mobily , Etisalat , STC , Zain , BATELCO and NSN .

Major EPC Customers handled: Local / International;**International**

Hyundai Engineering & Construction – Korea
JGC Corporation-Japan
Petrofac / UAE
National Contracting Company-UAE/Kuwait
L & T – Oman/UAE/KSA
Samsung Engineering Company- Korea/KSA
GS Engineering & Construction Company-Korea
SK Engineering & Construction-Korea
SNC Lavalin-Australia / KSA
Fives Group / Bahrain / UAE
ZEECO/ USA/KSA
Doosan Heavy Industries-Korea /KSA
Daelim Industrial Company – Korea/KSA
Essar Projects / UAE / KSA
Saipem- Italy /KSA
Outotec- German / UAE Technip - KSA
ThyssenKrupp- USA /KSA
Technicas Reunidas- Spain /KSA
And all major International EPC Contractors

Saudi Arabia

Saudi Binladin (PBAD and ABCD)-KSA
Arabian Bemco Contracting Company-KSA
National Contracting Company-KSA
Mobily-KSA – STC KSA – ZAIN KSA
Nesma & Partners Contracting Company-KSA
Al-Toukhi-KSA
Al-Arrab Contracting Company-KSA
El-Seif Trading & Contracting Company
Gulf Consolidated Contractors-KSA
Maaden Aluminium
SABIC facilities
CCC
And all major contracting companies in Saudi Arabia.

Advanced Training / Professional Development and Achievements

- Attended in-house workshop on “Team Work and Process Improvement Tools & Techniques” conducted by HRD of Zamil Steel
- Attended Training in In-house developed packages on Oracle.
- Award received from the management for the best performer.
- Active Participation in Balance Scorecard.

Educational Qualification

MBA in Sales and Marketing from KSOU University, Karnataka State, India. (Correspondence)
Bachelor of Technology in Civil Engineering CJU University, India. (correspondence)
Diploma in Civil Engineering V.I.S.S.J Polytechnic, Karnataka State, India.

Computer Proficiency

Microsoft Windows XP / Office applications. Microsoft Office 2003 (Excel, Word and PowerPoint), MS- access
Working Knowledge of ERP from in-house Package.

Personal Profile

Age: 41 Years Gender: Male
Religion: Islam Nationality: Indian Marital Status: Married
Driving License: Holding a valid Saudi driving license.
E mail – saifzamil@yahoo.com / saifzamil@gmail.com (KSA 00966 553155341)

Passport Details

Passport # Z 2424628 Date of issue/Expiry : 01 Jan, 2016 / 01 January, 2026 Place of issue : Bahrain

Languages Known

Competent in reading, writing and communicating in English, Hindi, Urdu and Kannada language and competent in communicating Arabic language I hereby declare that above information is authentic and will be supported with the appropriate documents as required.

Saifullah Khan