

IQAMA - Transferable Visa / Iqama

MOHAMMADFAISAL ABUBAKAR CHUDESARA

Email: mfaisalc@hotmail.com Phone: (M) +966-534194583, Riyadh-KSA

Seeking Higher/Middle Level Assignments in Sales & Marketing- Business Development with an organisation of high repute

CAREER OUTLINE

Dynamic and accomplished professional offering 13+ years (9+ years in Saudi Arabia) of multifaceted experience in Sales, Marketing, Product Management & Development, Business Development and Strategic Planning. Presently spearheading functions with ZAD PRO/INTEGRATED ENGINEERING & CONTRACTING Co - Riyadh as a Senior Sales Engineer - Project Sales.

Functional

Planning & Management	⇒ Establishing short / long term budgets in tune with corporate strategies for achieving business targets.
Business Development	⇒ Developing relationships with key decision-makers in target organisations and establishing tie-ups for business development.
Sales	⇒ Analysing & reviewing the market response / requirements and communicating the same to the sales teams for accomplishment of the business goals.
Product Management	⇒ Overseeing sales operations, thereby achieving increased business growth.
Sales Promotion	⇒ Identifying streams for generating revenues & developing marketing plans to build consumer preference.
Brand Management	⇒ Conducting competitor analysis by keeping abreast of market trends & achieving market share metrics.
Relationship Management	⇒ Mentoring & monitoring the team members to ensure efficiency in process operations and meeting of individual & group targets.
Liaising & Coordination	
Team Management	

PROFILE AT A GLANCE

- ≈ Well versed with Sales & Marketing lifecycles; demonstrated excellence in business development, strategic planning, sales growth, revenue generation etc.
- ≈ Experience in all aspects of product management from requirements through launch; product planning market research and product positioning
- ≈ Conceptualizing strategic product marketing plans for a product or product line through market research, competitive analysis, pricing, customer engagement, and business planning
- ≈ Adroit in conducting analysis and periodical reviews of the brand, customer, competitive market and market trends to enhance the brand's equity and marketplace performance
- ≈ Keeping abreast of market trends to obtain reports regarding competition and facilitate the formulation of strategies to counter competition
- ≈ A proactive leader and planner with a solid track record of securing key clients and increasing product distribution to grow market share
- ≈ Expert at managing customer centric operations & ensuring customer satisfaction by achieving delivery & service quality norms
- ≈ A proven track record of consistently showing excellent performance with strong abilities in managing operations with key focus on bottom line profitability
- ≈ **Major Brands handled: AQUATHERM, German PPR Pipes & Fittings; CLIMATHERM, CS,BS - HVAC-Chiller Pipes & Fittings; MARTONI-ITALY, Drainage System; ATLANTIC-Water Heaters; FLOWCON, CSA Valves, Heat Exchangers -Accessories, Vimco-Vibration Isolators, KOLBI-Identification labels and Tags etc.**
- ≈ Key Projects & Key accounts handled successfully.

PROFESSIONAL BACKGROUND

Key Deliverables: (As Senior Project Sales Engineer)

ZAD PROFESSIONAL COMMERCIAL EST- Riyadh- K.S.A from May-2021 to till Date. A Fuel Oil System Specialist Co

- ≈ Mainly to quote and close complete package for Fuel oil system including installations & TC for Projects especially for generator system and boilers. (Diesel Tanks, Controls, Leak Detections & Accessories etc)
- ≈ Instrumental in Supervision and subcontract awards.
- ≈ Co-ordination with subcontractors for day to day site work.
- ≈ Support in procuremt of material. (Fully involved in Procuremt of material)
- ≈ Promoting sales of Noise Control products, like Vibration isolators and Inertia Base - Vimco-USA
- ≈ Spreading sales of Identification labels and Tags - Kolbi-USA

KEY ACHIEVEMENTS (Won below projects in less than a year) from May 2021 till date

- Sabic Hospital Riyadh-Al Fouzan co - installation of Fuel System on going
- KAFD - P4.09, 4.10, 4.11 & 4.12-Shapoorji Pallonji - installation of Fuel System done, Variation Order
- Four Season, Jeddah, Zamil Co - Revision on Approval - Supply & Installation will start soon.
- SFMC-MOI -Riyadh - ABV Rock - Approved, Under Design Revision
- Jouf & Baha Airport, Al Fouzan co - Took approval for Fuel Oil System - Installation will start soon
- Jazan Airport-Safari Co - Under approval for Fuel Oil System
- King Abdullah Int Garden-Riyadh, Zaid Hussain Co - Under Approval for Fuel oil System
- Working on several upcoming projects
- Exceeds Sales target: KPI at the level of 200%+ and added 10+ new clients
- Maintaining Strong Data Base/Contacts of MEP & GENERAL Contractors

Key Deliverables: (As Senior Sales Engineer – Project Sales)

FAISAL JASSIM TRADING Co-Riyadh- K.S.A from MAY-2017 to July-2021. One of the Key MEP & ENGINEERING PRODUCTS supplier in Middle East.

- ≈ Branding & Spearheading Sales of General Duty, Infrastructure & Chilled Water Valves along with Heat Exchanger & Accessories related to it. (Over all responsibility to support for District cooling)
- ≈ Providing solutions and value engineering
- ≈ Advising & Support to bring new product line as per the market requirement and company interests.
- ≈ Negotiation for pricing with manufacturer for each project & Exclusive Agreements for Distribution.
- ≈ Support in preparation of Compliance & Calculations in line with project specs.
- ≈ Advising in Budget & Forecast
- ≈ Handling complete back OPERATIONS including support for preparations of POs.
- ≈ Looking for supply chain management and logistic management.
- ≈ Clarify and influence end customer specifications for new and on-going projects with customers, end customers and their consultants and propose FJ products
- ≈ Responsible for achieving unit sales & profit targets, on a monthly and annual basis, as established by the company.
- ≈ Overall responsible for securing orders and secure delivery times, which is complying with Co standards and customers requirements.
- ≈ Responsible for securing payment and commercial terms in line with company policy and securing that money is being paid within permitted time by customers.
- ≈ Lookout for approvals and MIR approvals.
- ≈ Revenue & GP Increment.
- ≈ Develops and maintains solid and long term relationships with top strategic consultants, contractors, maintenance companies, project managers, construction managers, MEP companies, builders, developers, etc
- ≈ Instrumental in gathering product update and tracking competitor's activities
- ≈ STARTED FUEL OIL SYSTEM DIVISION under TAWREED/FAISAL JASSAIM CO

Key Deliverables: (As Project Sales Engineer)

Pan Gulf Piping System Co, a division of (SAUDI PAN GULF HOLDING) Riyadh- K.S.A from April-2016 to May 2017. One of the major & biggest Investment Group in Steel pipe. (www.pangulfpiping.com)

- ≈ Spearheading Sales of carbon steel, stainless steel, GI pipes, SMLS & welded, Mi fittings, flanges, valves for fire fighting, HVAC.
- ≈ Identify potential projects (new and retrofit)
- ≈ Clarify and influence end customer specifications for new and on-going projects with customers, end customers and their consultants and propose Pan Gulf solutions during design stage or as early as possible in the project.

- ≈ Prepare technical submittal, compliance sheet and secure qualification in projects.
- ≈ Overall responsible for securing orders and secure delivery times, which is complying with Co standards and customers requirements.

**Key Deliverables: (As Technical Sales & Marketing Specialist - Project Sales -Building Materials)
Al-Sahoo Trading & Contracting Group, Riyadh +Jeddah+ Makkah + Madinah, K.S.A from Dec-2012 to April-2016-
One of the major & biggest Supplier in GCC for Leading PPR & PP pipe brand Aquatherm Germany.**

- ≈ Spearheading Sales of PPR pipes, Fittings, Valves, Flanges for Potable Water, Hot - Cold; Climatherm for HVAC-Chiller, as well water heaters.
- ≈ Handling of multiple projects in All over Saudi Arabia
- ≈ Lookout for approvals
- ≈ Administrating quotations, billing and payment
- ≈ Meeting with Contractors, Consultants, Designers/specifiers and Clients
- ≈ **AQUATHERM Brand Technical Seminars/Presentations for Change/increase Specifications & market shares in K.S.A**
- ≈ Coordinating with Engineers, Project Managers and Purchase & Account Departments at various stages
- ≈ Accountable for demonstrating Technical presentation and looking after product promotions
- ≈ Develops and maintains solid and long term relationships with top strategic consultants, contractors, maintenance companies, project managers, construction managers, MEP companies, builders, developers, etc

Searching New Employer As I am

- *Looking for new avenues to further develop & utilize my skills.*
- *Capable of independently handling the sales & marketing activities of a company.*
- *Positive about my role in the new company's development.*
- *Eager to learn more on the new job.*
- *Able to manage Sales force/ Team.*
- *Positive about my career growth along with the company's.*
- *Looking forward to achieve my goals set in the process.*
- *To take a challenging and high performance oriented role to manage different products with efficiency and quality, where I can use my strong marketing, analytical, detail-oriented and interpersonal skills along with my exceptional common sense to improve services, reduce costs and lead times, delight customers and mentor others.*

ACADEMIA

- ≈ H.S.C (Science) from R D National College, Mumbai in 2001 with 64.5%
- ≈ S.S.C (Maths/Science) from Shree Vallabh Vidyalaya, Mumbai with 77.2%

INTEREST & EXTRA CURRICULAR ACTIVITIES

- ≈ My interest includes Traveling, Reading, India-world & their bilateral trades. Current affairs
- ≈ Participated in various School level sports & events

PERSONAL VITAE

Date of Birth:	18 th July, 1983
Languages Known:	English, Gujarati,Hindi, Marathi & Arabic(Workable)
Preferred Location:	Riyadh
Driving License:	Valid Saudi Driving License Holder
Passport Details:	Issued in Jeddah; Expiring on: 16 th December, 2030
Current Location :	Riyadh
Current Visa Type:	Sales Representative
References:	On Request