

BARAA HESHAM ADI, MBA

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KSA Transferrable Residency

PROFESSIONAL SUMMARY

Senior Business administrator with 11 years of experience planning, innovating, and executing strategies in various industries and fields over a large geographical area. I seek to bring my proven record in team formation and leadership, launching marketing campaigns, boosting sales, optimizing, and scaling business to a reputable company like Yours.

EDUCATION

UNIVERSITY OF STRATHCLYDE BUSINESS SCHOOL (INTERNATIONAL CENTER)

MBA – Master of Business Administration (General)

MANAMA, BAHRAIN

APR. 2020 – AUG 2022

ALEPPO UNIVERSITY

Bachelor's Degree/ Major in Electronic Biomedical Engineering

ALEPPO, SYRIA

SEP. 2004 – JUN. 2009

PROFESSIONAL EXPERIENCE

REDA HAZARD CONTROL CO.

BUSINESS DEVELOPMENT MANAGER - KSA

AL-KHOBAR, KSA

DECEMBER 2020 – PRESENT

- Leading the business development activities for several product portfolios including but not limited to Integrated security systems, fire doors, fire alarm, gas detection, electric cars, electric charging stations, and more.
- Generate new projects by developing and maintaining relationships with existing and new clients and consultants in KSA.
- Analyzing information and market insights, developing strategies, and guiding functional teams during implementation.
- Understand new market trends, generate new ideas, conduct technical and commercial feasibility studies, present to line manager and general manager, then formulate cooperation agreements with OEMs, hire the team, and run the operation.
- Guiding the sales teams within the company through the whole new and existing business process.
- Pioneering the addition of irrigation systems business to the company's portfolio including but not limited to, successfully signing an agreement with an approved OEM, and recruiting sales and technical teams to manage business operations.
- Playing a key role in developing marketing content for example preparation of new designs for security system brochure, company profile and prequalification documents.
- Launching and leading the organization of seminars, forums, and other interactive sessions with various clients.
- Acting as the master mind to initiate innovative ideas for new businesses to increase RHC's market share.
- Having strong ability to think and analyze critically, communicate empathetically, assess employees' strengths and weaknesses, turn information into action, possess natural active listening, inspire, and convince others, etc.

OIL AND GAS TECHNOLOGIES CO. – GASVIEWER

SALES MANAGER – Middle East

AL-KHOBAR, KSA

February 2019 – August 2020

- Promoted GasViewer product range of Infrared Detection Cameras for Gas, Flame and Security to end users, system integrators and consultants in the Oil & Gas and Petrochemical markets in the Middle East area (KSA, UAE, Bahrain, Qatar, Kuwait, Oman) and Egypt.
- Scanned the area for new potential customers, identified the focal contact in each company, and for every application.
- Created the distribution channel through forming agreements with potential partners in each country.
- Prepared technical quotations and followed up with end user and then purchasing department, till finally closed the deals.
- Determined the exact decision process for each customer by identifying the decision maker.
- Successfully added new product line into the product portfolio, the IoT for Fire Alarm System and secured a good deal with governmental Saudi body as a first order when then will expand to other areas upon successful implementation.
- Played a key role in developing the organization's marketing strategy in terms of digital content and preparation of new designs for brochures and other marketing materials in including business cards, email signature, product logos and models even organization name and logo, etc.

- Participated at exhibitions within the covered area.

REDA HAZARD CONTROL CO.
BUSINESS DEVELOPMENT MANAGER- KSA

AL-KHOBAR, KSA
August 2016 – Jan 2019

- Business Development of the new business units such as Law enforcement Equipment, Security Systems and Diesel Power Generator in all market sectors within KSA.
- Understand the market requirements, outsourcing, and proposing the optimum solutions.
- Strategized with other Business Unit Heads to optimize revenue and Gross Margin.
- Worked closely with Account Managers to respond to client needs and make efforts to close and win the deals.
- Successfully guided the sales and functional teams within the company through the whole project period.
- Developed the future orders of \$ 3.7 million for law enforcement equipment in various market sectors, and \$ 4.8 million for truck-mounted diesel generators.

REDA HAZARD CONTROL CO.
Sr. SALES ENGINEER - KSA

AL-KHOBAR, KSA
October 2014 – August 2017

- Led a sales team of two members to achieve the budget sales target through proper implementation of sales and marketing plans for Fire Equipment & Firefighting Systems, Fire Alarm System, Fire Pumps, Utility & Fire trucks, maintenance etc. My client was Saudi Electricity Company in all regions and the relevant electro-mechanical contractors operating actively in this market such as SSEM, Al-Toukhi, Al-Ayouni, Al-Fanar, ABB, etc.
- Developed and maintained the relationships with decision makers and influencers within the client organization and responded to customer complaints on time.
- Analyzed market potential, budgeted, and developed strategic commercial and communication plans for product portfolios.
- Involved closely with the functional operation teams, Pre-sales, Engineering, PM, and Customer Service.
- Controlled and monitored the team's activity on the organization's owned CRM for all opportunities and clients.
- Generated orders with of \$ 16.00 Million in revenue for RHC KSA.
- Developed the future orders of additional Aerial trucks 55m height, deal worth \$ 4.5 million.

REDA HAZARD CONTROL COMPANY
SALES ENGINEER

AL-KHOBAR, KSA
September 2012 – September 2014

- Successfully achieved the commercial budget target set for various product portfolios including Fire Equipment & Firefighting Systems, Fire Alarm System, Fire Pumps, Utility & Fire trucks, maintenance contracts etc. from various clients in KSA, mainly Saudi Electricity Company in all regions and the relevant electromechanical contractors such as SSEM, Al-Toukhi, Al-Ayouni, etc.
- Successfully completed the prequalification of the fire trucks principle “Rosenbauer” and REDA local manufacturing facility “FHC” as approved manufacturers in the Saudi Electricity Company.
- Regularly created and updated projects database of all opportunities in the pipeline, in-hand projects, and the future forecast using organization’s owned CRM.
- Engaged with the functional teams internally, Pre-sales, Engineering, PM, Manufacturing, Logistics & customer service.
- Communicated keenly with the client’s teams in charge until the project is handed over successfully.
- Contributed to the hiring process of new sales engineers in the Petrochemical and oil & gas markets.
- Achieved best salesman award for my outstanding performance and dedication in 2014.
- Generated orders with of \$ 8.1 Million in revenue for RHC KSA.

SIEMENS HEALTHCARE/ ABDULRAHMAN AL-GOSAIBI GTC CO.
Biomedical Service Engineer – Al-Khobar

AL-KHOBAR, KSA
September 2011 – August 2012

AL-JEEL MEDICAL TRADING CO.
Biomedical Service Engineer - Riyadh

RIYADH, KSA
August 2010 – August 2011

LANGUAGES

Arabic (Native); **English** (Full Professional Proficiency); **Spanish** (Elementary proficiency)

KEY COMPETENCIES GAINED THROUGH EXPERIENCE AND TRAINING PROGRAMS:

- Entrepreneurial growth mindset
- Sales & Business development management skills
- Courageous focused leadership style
- Recruiting and building high performing teams
- High communication and negotiation skills
- Effective teamwork and organizational skills
- Strategic thinking & planning
- Marketing Communication Strategies
- Social media and web presence strategies

TRAINING COURSES:

- LenelS2 Sales Training, Access Control System, Online, Jan 2021.
- GasViewer Technical Sales Training, France, Mar 2020
- GasViewer Inspection On-Site training, Jubail, Sep 2019
- DAHUA Sales & Technical Training, Al-Khobar, Aug 2018
- GATEKEEPER Sales Training, Al-Khobar, Aug 2018
- AVK Valves Sales training, REDA head quarter, Al-Khobar, 2015.
- Honeywell safety advanced Training, REDA head quarter, Al-Khobar, 2013.
- VIKING products training, REDA headquarter, Al-Khobar, 2013.
- Honeywell PAVA system Training, Sheraton hotel, Al-Khobar, 2013.
- REDA Academy weekly- online Sales training program, Al-Khobar 2012- to present.

PERSONAL:

- Nationality: Syrian.
- Marital status: Married.
- Date of Birth: January 1st, 1987.

DRIVING LICENSE:

- Saudi Driving License.

INTERESTS AND ACTIVITIES:

- Reading, Meditation, Swimming, and Body fitness