

# SYED FAHAD AHMED

Sales & Business Development Professional

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Sales Manager with 12 years of diverse B2B sales professional experience in the field of Oil & Gas Industry (Upstream and Down Stream), Power Plants, Petrochemical, Filtration & Desalination, Refineries and Process Instrumentation Industries with demonstrated success of strong leadership skills generating multi-million USD sales revenue & profit growth with proven track record of exceeding yearly targets.

Dynamic, Result-driven, Team Oriented business acumen focusing **Sales & Operations Management, Risk Management**, maintaining high-quality standards to meet challenges of this fast-paced industry, highly skilled in the formation of handling **Business Development, Techno-Commercial Proposal, Complex Contract Negotiations** with Clients & OEMs as well as having great techniques in persuading consultants & end users with recorded successes in the full cycle of sales process & customer acquisition. Energetic, Optimistic, and focused, with an excellent work ethic. Ability to quickly learn and master new skills, techniques, and methodologies to contribute to organizational growth.

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|----------------------------|--------------------------------|---------------------------------|
| Business Development       | Account Management             | Commercial Acumen               |
| Contract Management        | P & L Management               | Channel Partner Management      |
| Team Building / Management | Client Relationship Management | Forecasting & Budget Management |
| Technical Problem Solving  | Inventory Control & Management | Product / Competitor Analysis   |

## Executive Career Highlights:

- ❖ Designed robust and implemented premeditated marketing strategies for generating Sales leads within a division and resulted in over 45% improvement in sales performance that exceeded sales targets and overachieved organizational goals.
- ❖ Catapulted and retained average annual sales revenue from \$5 Million to over \$8 Million.
- ❖ Attracted and retained key accounts by positioning product offerings in alignment with customer needs and preparing tailored sales presentation.
- ❖ Boosted overall profit margin of product line from 18 to 41 % optimizing success in the company.
- ❖ Secured multiple contracts worth over USD \$ 75 Million in 2011 – 2021.
- ❖ Opened multiple new accounts, increased territories client base by 35%; consistently identifying opportunities for accelerated growth.
- ❖ Built a reputation for delivering outstanding sales results. Repeatedly recruited due to sales leadership performance throughout career.

### Principals:

- \* Fireye
- \* Flowserve
- \* Lincoln Electric
- \* Gardner Denver
- \* Solar Turbines
- \* NGK Insulator
- \* ITL
- \* Guard Line
- \* AVS INDUSTRIES

## Work Experience:

**Sales Account Manager – Saudi Aramco, SABIC, SEC, SWCC, EPC**  
Saleh & Abdulaziz Abahsain Co. Ltd.

(September 2016 – Present)  
(Al-Khobar, Saudi Arabia)

- ✚ Responsible for the sales of business growth and KPI for the Brands & Products handling for the Regional or Country level, increase market share by managing existing clients and prospecting new areas.
- ✚ Leads the sales and takes the required decisions and actions to attain the targets set forth in the business plan.
- ✚ Spearheading the sales to 8 Mio USD for various Channel Partners/OEMs in the Enterprise Division which focuses on the Oil & GAS, Power, Utilities and Petrochemical Sector(s).
- ✚ Supervising a downstream/ upstream department of 14 International Vendors.
- ✚ Leadership experience by leading more than 25 projects staff located in different regions in Saudi Arabia.
- ✚ Train sales team to enhance their product knowledge, technical acumen, and technical sales skills.
- ✚ Managing and increasing the various major customer entailing Saudi Aramco, SABIC, SEC, SADARA, Marafiq (PMT Team) and Various System Integrator, EPC/MEP Contractors.
- ✚ Expanding manufacturer base by constantly developing new sources for various value-added products, pre-qualification, and registration with customer and liaised with company for agency.
- ✚ Implementing a sales management process to assist the sales team in identifying and prioritizing key customers.
- ✚ Succeed in meeting agreed and achievable targets for both sales and market presence.
- ✚ Implement innovative sales strategies to ensure we remain the top preferred supplier in the market.
- ✚ Maintained and improved profit margins by an average of 30-35% through effective negotiation and pricing strategies.

**Sr. Sales Engineer – Saudi Aramco, SEC, SWCC,**  
Saleh & Abdulaziz Abahsain Co. Ltd.

(May 2009 – August 2016)  
(Al-Khobar, Saudi Arabia)

- ✦ Responsible for Business Leads Generation, Pre-Sales & Sales for Flame Scanner, Boilers/HRSG's & Process Equipment, set targets & spearhead efforts for achieving the same.
- ✦ Performed sales & market intelligence including sales forecasts, competitors' analyses, field survey; prepares techno commercial proposals and response to technical queries.
- ✦ Resolves customer complaints by investigating problems, developing business solutions, preparing reports, making recommendations to management.
- ✦ Contribute actively to establishing annual sales plans, strategic plans, as well as short/medium – and long-term sales forecasts by customer / project within responsible territory
- ✦ Conduct FAT and 3rd party inspection of the deliverables to ensure the smooth operation of system.
- ✦ Coordinate with senior manager, finance, and logistics team & to ensure timely delivery, quality, inspection, profitability, and payment of material to be in line with the purchase order.
- ✦ Managed technical support trade shows, conferences, exhibition, seminars, and other marketing events to enhanced company growth.

### Achievements:

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- Met and consistently exceeded sales goals with a focus on creating loyal customers resulting personal growth, as well as becoming the only Direct Sales team member to consistently achieve over 25% quota which is USD \$ 5M in annual sales.
- Successfully and consistently introduced new products and line extensions which amplified company sales by more than 30% with profitability by 35%.
- Implementing a sales management process to assist the sales team in identifying and prioritizing key customers.
- Achieved Annual target of Brand like Fireye, Lincoln Electric, AVS Ind., GD Nash, Flowserve, Solar Turbines.
- Maintained and improved profit margins by an average of 30-35% through effective negotiation and pricing strategies.
- Developed and implemented a new territory coverage strategy which led to grew business from 2 account to over 10 accounts generating \$1 million within a year & exceeding YOY.
- Improved OTD from 54% to 94% through clear streamlined processes, dramatically improving customer satisfaction.

### Training & Certifications:

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- PMP-Project Management Professional- Training (PMP)<sup>®</sup>
- ISO 9001:2008 Quality Management System (QMS) Certification Program
- Fireye Training for Flame Scanners and Igniter (Installation & Commissioning).
- GD Nash Training for Liquid Ring Technology Pump, Compressor, Ejector, Hybrid System.
- Saudi Aramco / SABIC Work Permit Receiver Training.

### Skills:

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- ⇒ Entrepreneurial spirit, Decision-making and problem solving.
- ⇒ Good interpersonal skills experience of working in a fast-pace, multi-vendor, and matrix leadership environments.
- ⇒ Accountable, Self-organized, Ability to work initiative on own or with minimal supervision.
- ⇒ Excellent knowledge of Sales Techniques, CRM Tools.
- ⇒ Strong Communication, persuasion, analytical, and sound financial acumen.
- ⇒ Flexible and willing to travel according to requirement.

### Educational Qualifications:

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**B.S - Electronics Engineering**  
**Sir Syed University of Engineering & Technology**

2004 - 2007  
Karachi, Pakistan

### Membership:

- ✦ Member of Pakistan Engineering Council: ELECTRO/9545
- ✦ Member of International Society of Automation (ISA): 0033714078

### Personal Information:

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Date of Birth: February 04, 1984,  
Languages: English / Arabic / Urdu

Marital Status: Married  
Religion: Islam