

# MARWAN MATUQ ALAHMED

Business Development /Sales/ Project Management [Saudi National]



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Creative Business Development Manager with impressive track record of improving sales and growing company customer base. Innovative program management, strategic planning and team leadership skills. Successful team builder with exceptional communication abilities. Skilled Business Development leader offering 11 years of experience in leading operations and enhancing revenue. Bringing expertise in client acquisition and contract negotiation, along with excellent interpersonal communication, relationship-building and team leadership abilities. Results-driven and proactive with demonstrated record of accomplishment in meeting and exceeding sales and revenue objectives.



## Work History

2021-09 - Current

### BUSINESS DEVELOPMENT MANAGER

AYTB Co.

- Developing and executing business plans to achieve the company's growth and revenue targets
- Perform and manage research of, and contact with, clients and competitors to identify and prioritize potential markets/customers and Company's bidding competitors
- Identifying and pursuing new business opportunities in the industrial construction, maintenance and turnarounds sector
- Prepare and execute business development action plans for specific targets and prepare and maintain marketing reports
- Assist in development of proposals, presentations, and brochure materials
- Assist in preparation and maintenance of Company Pre-Qualification documents to support Company's registration with local and international clients
- Support proposal preparation process by attending Job Explanation Meeting and participating in site visit (if required), assisting with correspondence during bidding and providing intelligence services pre/post bidding
- Managing the company's industrial services offerings, including developing new service offerings and improving existing ones
- Developed and implemented favorable pricing structures balancing firm objectives against customer targets

2021-01 - 2021-09

## **VERTICAL SALES MANAGER**

*OIL AND GAS & PETROCHEMICALS, Siemens LTD*

- To grow business with Oil & Gas / Petrochemical (Focus) Accounts in KSA in complete alignment and coordination with
- Business Unit Process Automation, Customer Services (CS) and Area Sales (ARS) / Channel Partner Sales/ Cybersecurity and Digitalization
- Identify and develop prospective Oil and Gas / Petrochemical end-customers and work closely with Vertical Marketing
- Manager and Corporate Account Manager for relevant industry and ensure Market Penetration, Business Leads Generation,
- Active participation in Sales Planning through CRM Tool (Si Sales), Sales Strategy Development, Bringing Market Transparency and deliver assigned targets against focus / target customers in KSA
- Supports Channel Partner Sales in defining Go-2-Market Strategy for key Petrochemical End-Customer as well as generate opportunities (leads)
- Active participation in Vertical Sales (Petrochemical) Annual Budget Bottom-Up Planning with in-hands info on customer
- Developed and implemented successful sales strategies to achieve and exceed sales targets, resulting in a 150% increase in revenue over one year period
- Built and maintained strong relationships with key customers, leading to increased loyalty and repeat business
- Collaborated with cross-functional teams, including marketing, engineering, and customer service, to ensure smooth and efficient sales process
- Managed the entire sales cycle, from lead generation to contract negotiation and closure

2019-04 - 2020-12

## **PROJECTS SALES & COMMERCIAL BUSINESS LEAD**

*BAKER HUGHES*

- Spearhead all efforts to expand new business, and increase revenue, all while providing the highest level of customer service to current accounts
- Responsible for creating, maintaining, and executing business plan/s in alignment with goals, objectives, and the company's strategic mission and vision
- Accountable for monitoring the selling process and devise strategies for efficiency
- Gained an immense understanding of potential clients' business, strategy, goals, pain areas, markets, and value chain in line with industry trends
- Stellar role in preparing annual sales, marketing, and expense forecasts with quarterly business reviews
- Carefully handle complex proposals through thorough risk assessments, cash flow, the scope of supply definition, responsibility matrix, and project scheduling

- Instrumental in providing detailed cost estimates for tender submissions; coordinate with suppliers for quotations
- Work with the Commercial team to efficiently and cost-effectively price customer tenders and proposals, ensuring competitive margins are made
- Conduct market, financial, and operations research to support key strategies and provide insights to the team
- Secure and leverage new opportunities with new partners as part of the development of business
- Proven track record in sales and relationship excellence, operational improvement and strategic thinking which delivered year-on-year revenue growth
- Generating the business and selling chemicals for upstream and downstream
- Achieved a sales target of \$6M and won a contract from Aramco worth \$11M in 2019

**2018-03 - 2019-03**

## **PROCESS & PIPELINE ENGINEER – TECHNICAL**

*HALLIBURTON ENERGY SERVICES INC, Khobar*

- Role involved cost analysis, estimations, monitoring progress to verify solutions, ensuring project scope for improvement projects was well defined, and cost-effective
- Involved in a variety of tasks, including identifying process and quality-related issues
- Conducted process experiments to determine products' ability to function, and implemented corrective actions by communicating with customers regularly
- Carefully investigated and analyzed problems and designed solutions emphasizing on saving costs, time, and material
- Played an active role in providing inputs to project schedules and plans to meet project deadlines
- Efficiently led and researched continuous improvement projects for productivity improvement and cost-cutting
- Gained knowledge and applied basic engineering principles for designing, developing, and quoting cost-effective solutions
- Identified and corrected operational problems to prevent or minimize service impact
- Developed timelines, established objectives and ensured on time delivery/completion of all projects
- Collaborated with Consultants and Contractors toward effective project drafting
- Directed technical support personnel through general technical service provision and acted as ultimate technical support for complex, unsolved or escalated issues
- Selling upstream and downstream chemicals including Corrosion and scale inhibitors, Surfactants, Demulsifiers, Polymers, Biocides, Gelling

agents...etc

- Assigned additional responsibilities as 'Project Lead' for pre-commissioning and chemical projects for Turaif in 2018.

**2014-12 - 2018-02**

## **Project Manager**

*KHALED JUFFALI INDUSTRIAL COMPANY, KJIC, Al-Khobar*

- Primarily responsible for smooth project execution in line with objectives, goals, and budget parameters
- Developed and oversaw cost estimates and project timelines for all engineering projects
- Determined workforce requirements, analyzed technical specifications, and procured required material
- Worked in close collaboration with cross-functional groups, such as production, quality control, stores, technology, as well as customers for quality deliverables across diverse projects
- Significantly contributed to designing, developing assisted by a team of 110 direct and 70 indirect reports
- Reviewed project scope and budget documents and shared the same with the management
- Calculated timeframes for each segment of a project
- Developed tenders and business proposals and coordinated with prospective clients for business development
- Liaised with various Contractors for prompt delivery
- Evaluated, selected, and managed subcontractors
- Presented procedures, rules, and regulations to subcontractors associated with the project and ensured a clean, safe, and productive environment
- Documented significant technical aspects across Weld Matrix (WM), Welding Procedure Specifications (WPS), and Quality Inspection Plan (QIP)

**2019-01 - Current**

## **Independent Consultant**

*Self-Employed, Khobar*

- Providing expert advice to consultancy and investment firms on a wide range of topics including oil field services, process automation, process instrumentation, and digitalization
- Conducting market research and analysis to identify new business opportunities
- Developing and implementing effective project management strategies to ensure successful delivery of projects on time and within budget
- Led the delivery of multiple large-scale consulting projects for clients in the oil and gas and petrochemical industries
- Worked closely with clients to understand their business needs and provided recommendations on strategies to optimize their operations
- Contributed to the development of internal processes and tools to improve the efficiency and effectiveness of consulting services

2012-05 - 2014-11

## PROJECT PROCESS ENGINEER

ABDALLAH IBRAHIM ALTAMIMI INDUSTRIAL SERVICES, Jubail

- Provided day-to-day technical support while monitoring and troubleshooting operations
- Involved in developing schedules, maintaining documentation, and controlling costs for NDT of pipes
- Involved in controlling costs for services and maintenance projects
- Demonstrating a high level of understanding in relevant industry laws, safety codes, and applicable OSHA regulations, interpret technical drawings and documentation
- Thoroughly studied the project design and evaluated customer performance standards to determine specifications for project/s
- Prepared construction budgets via analysis of building plans and updated specifications and project costs for each elevation
- Supported the PMs and Superintendents in the purchase, RFIs, and submittals, which led to increased productivity by 35%
- Additionally, managed fieldwork operations and organized 10 subcontractors every day
- Worked with key clients like Saudi International Petrochemical Company, Rabigh Refining, and Petrochemical Company, Saline Water Conversion Corporation, and Saudi Electricity Company
- Project Engineer for multiple projects with Al-Bayroni, which involved installation of two columns and NDT between 2012 & 2013.



## Education

2017-06 - 2019-08

### Master of Science: PROCESS TECHNOLOGY & MANAGMENT

Strathclyde University - Glasgow, UK

2008-01 - 2012-05

### Bachelor of Science: CHEMICAL ENGINEERING

University of North Dakota - United State of America

GPA: 3.1/4



## Affiliations

2018: Halliburton Career Development: Piping & Instrument Drawings/  
Isometric Drawings Helium Leak Detection Pipeline Pre-Commissioning  
Assembling & Tightening of Bolted Connections Camera Inspection Fluid  
Pumping Chemical Cleaning



## Skills

Market understanding

Relationship building and rapport



Networking strength	■ ■ ■ ■ ■
Product and service sales	■ ■ ■ ■ ■
Key decision making	■ ■ ■ ■ ■
Relationship building and management	■ ■ ■ ■ ■
Sales expertise	■ ■ ■ ■ ■
Marketing	■ ■ ■ ■ ■
Revenue Generation	■ ■ ■ ■ ■
New Business Development	■ ■ ■ ■ ■
Forecasting ability	■ ■ ■ ■ ■
Business development and planning	■ ■ ■ ■ ■
Prospect targeting	■ ■ ■ ■ ■
Staff Management	■ ■ ■ ■ ■