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*Versatile accomplished business development director with highly successful career across multiple business verticals seeks a senior leadership assignment to leverage multifaceted competencies & deliver outstanding value-adding results aligned to corporate goals & objectives*

**Core Competencies**

Business Development │Sales Management │Key Account Management │Proposal Engineering │Project Management

Market Research & Analysis │Marketing & Promotions │Technical/Solution Selling │C-level Customer Engagement

Business Forecasting & Planning │Budgeting & Financial Performance │Organization Design & Development │Continuous Improvement Programs │Total Quality Management │Change Management │Risk Management │Staff Management

Strategy Planning & Execution │Negotiation & Deal Closing │Stakeholder Relations │Teamwork & Leadership

**Executive Synopsis**

* Competent professional with 35+ years of rich experience in management of business development, sales & marketing across technology-driven business including electrical energy, renewable/green energy and ICT sector in South East Asia & ASEAN regions.
* Proven competence in management of complex assignments covering multi-country regions in competitive markets, collaborating with internal & external stakeholders, building, leading & motivating professional teams, revamping organizations & processes and delivering all business goals & objectives through effective strategizing, planning, resourcing and executing.
* Proactive, achievement driven professional with strong work ethic, integrity and excellent communicating, coordinating, problem solving, decision making, planning and implementing skills.

**Professional Experience**

**KT System Sdn Bhd** │ Petaling Jaya, Malaysia │August 2015 to date

*KT System is a leader in the field of power protection dealing with construction, testing, commissioning & maintenance of electrical installations up to 500 KV http://www.ktsystem.com.my/*

**Business Development Director**

Report to: Chairman Team: 14

**Responsibilities**

* Lead the team dealing with all aspects of business development & sales covering the company’s portfolio of products & services including green energy and testing & commissioning of electrical installations across Malaysia.
* Coordinate preparation of annual sales & revenue forecasts, prepare annual business plans and direct effective execution to deliver business goals & objectives.
* Manage end-to-end sales operations including generation of leads, participation in tenders, RFPs/RFQs, evaluation of customer needs, development & submission of proposals/bids and negotiation with customers to close business deals.
* //Track markets to identify new technologies/products, evaluate potential and lead initiatives for introduction of suitable new business lines & products/technologies in the market.
* Build & reinforce customer relations through engagement with C-level leadership in key organizations, ensuring consistent high quality of service & support, provision of cost effective solutions and resolution of issues.
* Coordinate planning & execution of all ongoing projects ensuring on time within budget deliveries meeting client expectations.
* Supervise sales & operations staff and provide guidance & training to improve competencies and enhance efficiency and productivity.

**Highlights**

* Leading a team of professionals for **sales and project implementation of both AC & DC solar power projects** in Malaysia
* Successful in maintaining **strong business relationships with leading business/industrial organizations** including TNB, the national power utility and PETRONAS, the national oil & gas company.
* Established a joint venture with Tenaga Switchgear Sdn Bhd (a subsidiary of Tenaga Nasional Berhad) for a **30 MW solar farm** in the state of Kedah. The key scope of KT System included AC transformers, switchgear, cabling and testing & commissioning works.
* Won a MYR 2 million project for **testing & commissioning of switchgear & relays** complying with standards of the Energy Commission of Malaysia
* Executed project for **electrical testing & commissioning for a 1 MW AC solar power plant** to ensure connectivity & injection of power to TNB grid, project value MYR 1.4 million, 2018
* Secured a MYR 1.1 million project from Genting Berhad for **testing & commissioning of switchgear & relays for 132 KV & 11 KV substations**
* Developed business for LED lighting to clients in various industries – factories & warehouses, local municipalities, hotels, golf clubs, oil & gas and amusement parks with cumulative project value of MYR 2.5 million in FY2018
* Obtained **master distributorships for protective coatings from LINE-X**, USA to meet requirements of clients in diverse industries in Malaysia.

Key Projects

* **Coating of offshore drilling vessel** at Keppel Port, Singapore – Pilot project to gauge benefits of LINE-X coating vs. conventional epoxy paint in harsh marine environment Client: Sapura Energy (SapuraKencana, for Offshore vessels in the ASEAN region)
* **LINE-X coating** for hangar floor (Client: Sapura Aero); Including Sunway Lagoon Water Park & Lost World of Tambun Water Park.
* **Anti-slip, waterproofing & surface protection works** at Bukit Gambang Water Park Value: MYR 3.8 million.
* **Relay Calibration Works** – PETRONAS Chemical, Terengganu; TNB REMACO, Manjung Perak; TNB-PPSMB, Melaka; PETRONAS Pengerang Johor, TNB REMACO Port Dickson & Genting Berhad Total Value: MYR 3 million, 2019-2020
* **Servicing of 100V DC lines** in northern, central & eastern regions for TNB Value: MYR 1.5 million, 2020

**Hanergy Holding Group Ltd** │Kuala Lumpur, Malaysia │August 2014 – August 2015

*Hanergy Holding Group is a multinational clean energy company as well as the world’s leading thin-film solar power company https://www.hanergy.eu/*

**Head of Sales – Malaysia**

Reported to: Regional Manager in Hong Kong Team: 2

**Responsibilities**

* Managed business development & sales for the company’s range of thin film solar power solutions in Malaysia & ASEAN markets.
* Identified & appointed partners/distributors in Malaysia & ASEAN countries to build reach and improve penetration of the company’s brand in the region.
* Developed and implemented annual strategic business plans to achieve projected sales volumes, revenues and growth objectives.
* Led the entire sales process to acquire business in commercial, industrial & residential markets covering all stages from lead generation to bidding against tenders/RFPs/RFQs, negotiating & closing deals to execution and closeout of projects
* Leveraged benefits of the company’s products based on CIGS solar cells compared to conventional mono/polycrystalline PV cells for promoting sales for **building façade & rooftop applications including high end** – condominiums/apartments, malls & shopping complexes & residences. Promoted **low end roll-on/portable thin film PV solutions** for the mass market including outdoor/camping, rooftops of vans and government agencies like military, policies and search & rescue organizations.

**Highlight**

* Secured the company’s **first project in Malaysia – a 200 KW off-grid system for agricultural applications**.

**Q CELLS Malaysia** │ Putrajaya, Selangor, Malaysia │February 2011 – July 2014

*Q CELLS – now Hanwa Q Cells – is a major player in the field of solar power. The company develops & produces photovoltaic cells & solar panels, produces & installs PV systems for commercial, industrial & residential applications and provides EPC services for large-scale solar power plants https://www.q-cells.com/en/*

**Head of Sales – ASEAN**

Report to: VP – Sales in Germany Team: 15

**Responsibilities**

* Managed sales of Q CELLS products across Malaysia and ASEAN countries – Indonesia, Thailand, Singapore, Philippines & Vietnam during the initial phases of penetration and also enabled expansion in to markets in Myanmar, Laos & Brunei.
* Led the team across all stages in the sales cycle from cold calling through lead generation, scoping, presenting, proposal & negotiation, deal closing and project management.
* Managed strategic planning & execution to drive sales for on-grid & off-grid solar power projects ranging from KWp to MW class for residential, commercial & industrial applications.

**Highlights**

* Achieved **sales for solar power projects for a total capacity of 16 MW and value of MYR 95 million**.
* Identified & appointed key **EPC partners for various markets** including Malaysia, Thailand, Indonesia, Philippines & Vietnam
* Participated in collaboration with a local partner for **148 MW of solar power projects across 80 sites under feed-in tariff (FIT) scheme** launched by EDSM, Indonesia

**Early Career Highlights**

**KT System Sdn Bhd** │Petaling Jaya, Malaysia │ **Business Development Director** │February 2009 – January 2011

* Led business development initiatives in the **green energy domain covering solar, LED & hybrid technologies** and penetrated major accounts in government & private sectors.
* Developed proposal for **solar farm technology based on feed-in tariff scheme** for submission to government agencies for promotion of renewable energy.
* Worked as the **key person for initiating green energy business** including development of technology offerings, educating potential customers, delivering presentations, proposals, negotiation & closing of business deals to management of projects.
* Conducted **field studies and assessed customer requirements** in the areas of solar energy, wind turbine energy(VAWT) and LED systems.
* Secured a project for a **5 MW solar farm** in Sungai Bari, Terengganu with value of **MYR 30 million. Pioneer project in Malaysia**
* Identified **potential business pipeline of MYR 30 million** and achieved **sales target of MYR 12 million** in FY2010, the first year of operation.
* Facilitated inorganic growth by setting up the **company’s office in Indonesia** and building **business pipeline of MYR 5 million** in FY2011
* Achieved **sales of MYR 8.1 million for electrical testing & commissioning works** from Tenaga Nasional Berhad, the incumbent electric utility company in Peninsular Malaysia

**Cisco Malaysia Sdn Bhd** │Kuala Lumpur, Malaysia │**Regional Manager** │March 2007 – January 2009

* Led a team of 10 including sales managers & technical specialists and drove sales strategies to achieve annual quota of MYR 100+ million covering the **full suite of Cisco offerings** including networking, security, fiber optics, software & training.
* Managed **sales focusing on public sector markets** – National Resources & Environment (E-Tanah) project, Ministry of Health hospital package, Royal Malaysian Police Force ITD upgrade, Royal Malaysian broadband, Royal Malaysian E-solutions, Royal Malaysian Police LAN upgrade, Royal Transport Department, Malaysian airport project & Malaysia Technology Park – with **cumulative sales of MYR 119.3 million**

**Maxis Communications Berhad** │Kuala Lumpur Malaysia │**Head of Public Sector Unit** │January 2003 – February 2007

* Led a team of 14 consisting of sales managers & technical specialists and managed sales of Maxis portfolio of products to clients in the public sector including ministries, government agencies and government-linked companies (GLC) across Malaysia.
* Drove sales of postpaid packages to government sector, 3G voice & data packages for network migration from GSM, GPRS, 3G Corporate leased lines, VSAT offerings to Ministry of Education servicing rural & remote students and dedicated optic fiber lines with high speed bandwidth for leading corporations in Malaysia.
* Managed a portfolio of key accounts **28 key ministries and 300 public sector agencies & GLCs** and delivered annual **sales targets of MYR 30 million in FY2005 & MYR 50 million in FY2006**
* Sales achieved in 2005 included Khazanah Nasional Berhad (Blackberry, DPLC & mobile packages), Malaysia Airlines Berhad (Blackberry, DPLC & SMSP packages), Malaysia Airport Berhad (VSAT, DPLC, Blackberry & mobile packages), Ministry of Defense (VSAT, Blackberry, mobile & SMS) & Malaysian Highway Authority (VSAT & wireless broadband)
* Sales achieved in 2006 included Immigration Department (VSAT, DPLC, BGAN & RFID) and Ministry of Defense (VSAT, DPLC & mobile packages)

**Lucent Technologies** │Brunei │**Sales Director** │January 1998 – November 2002

* Led a team of 16 technical specialists based in Brunei, Singapore & Kuala Lumpur and managed sales of the company’s **leading-edge offerings for the telecom sector**.
* Formulated & executed strategic sales plans which delivered **sales turnover of MYR 55 million** against a target of MYR 50 million
* Drove **quality improvement & associated change management initiatives** related to technical support which reduced **cycle time for project delivery by 35%** and achieved **50% cost reduction**.
* Facilitated **30% annual revenue growth in a mature market** by co-developing & implementing effective marketing strategies.
* Led **operational improvements & change management in R&D division** of GPRS which **reduced development time by 20% & development cost by 12%.**
* Identified training needs of sales & technical staff and provided development training to **reinforce sales & service focus** and improved **staff productivity by 13%**.
* Secured a **business deal of MYR 35 million for upgrade of GSM to 3G and expansion across Brunei from Data Stream Technologies (DST)**. Enabled attendance of DST team at CEBIT events in Germany, Cannes France & New York USA to provide deep understanding of Lucent offerings & benefits.
* Secured sales of **MYR 14 million from Logica for system upgrade for prepaid, SMSC & PSA system solutions** for catering to expansion from 80,000 to 120,000 subscribers
* Clinched **orders from DST** of MYR 2.4 million for MSC upgrade, MYR 2 million for 130 km fiber optic network & MYR 1.6 million for MSC circuit pack replacement.

**Digital Equipment Sdn Bhd** │Malaysia │**Key Account Manager** │January 1995 – December 1997

* Worked as **key salesperson for the account Binariang Sdn Bhd** (now known as Maxis Communications Berhad) and delivered **sales of MYR 45 million, surpassing the target of MYR 30 million**
* Led a team of 30 to provide **desktop & UNIX technical support** to the client including implementation of a 3-year technology roadmap, operational & technology strategy, technology architecture & redesign, disaster recovery & business continuity & management information systems.
* Developed & implemented annual manpower plans for the **desktop outsourcing contract** covering the client’s 2 major corporate offices.
* Facilitated a major **PC outsourcing deal between the company & Microsoft** for hardware worth MYR 20 million and managed delivery of **mission critical hardware, software & services to Binariang** generating sales revenue of MYR 45 million.
* Conducted studies and submitted **proposals to the client** for enhancement of data center operations, business continuity/disaster recovery, multi-vendor support plans and served as the **single point of contact** for the clients interactions with HP, LHS, Microsoft & Oracle.

**Renong Berhad** │Kuala Lumpur Malaysia │**Key Account Manager** │February 1992 – December 1994

* **Kuala Lumpur International Airport (KLIA)**, Sepang – participated in development of a joint proposal with IBM & Oracle for **Total Airport Management System (TAMS)** including hardware, software, system integration & professional services
* **Malaysia – Singapore Second Link** – Led a team of professionals in conducting **environmental impact assessment (EIA) & GIS study** for the project
* **Malaysian Remote Sensing Center** – Worked with Martin Marietta USA, Department of Environment Malaysia & Renong Berhad teams to prepare conceptual plans and submit a **proposal for a land remote sensing station** to the Economic Planning Office (EPU) in the PM’s Office Malaysia.
* Project managed the **Renong technologies reorganization/restructuring exercise** for alignment & turnaround of the group’s businesses. Prepared/vetted/reviewed proposals for leveraging synergies across business units through JVs/mergers & acquisitions before submission to the management.

**Moccis Trading Sdn Bhd** │Kuala Lumpur Malaysia │**IT Manager/Group Sales & Marketing Manager** │November 1986 – January 1992

* **IT Manager**, November 1986 – January 1992 – Managed 24x7x365 operations of the data center, trained staff on daily batch processing, uploading & backup of data as per SOP and led IT infrastructure upgrade initiative.
* Group Sales & Marketing Manager, 1990 – 1992 – Managed a team of 5 sales executives & 20 branch supervisors as well as 30 franchisees & 1500 agents across Malaysia and drove sales of items including gold, household appliances, computers, motorcycles and electronic goods to officers of Malaysian government on easy installments. Delivered **sales of MYR 75 million against quota of MYR 50 million** in FY 1989 & **MYR 20 million against quota of MYR 10 million** in FY 1988.

**Education & Credentials**

**Education**

* **Bachelor of Business Administration – Marketing**, Barat College/DePaul University, Chicago IL USA, 1986

**Training**

* Online Courses – Agile Project Management, Artificial Intelligence, Cyber Security, Data Science, Internet of Things (IoT), 2021
* 7 Habits of Effective Managers, Stephen Covey, Kuala Lumpur Malaysia
* Basic UNIX Operations, ICL Sdn Bhd, Kuala Lumpur Malaysia
* 3G Telecommunications, ITU-Lucent, Singapore
* Teradata Data Warehousing, NCR, San Diego USA

**Workshops**

* Solar Technology Green Energy, KLCC, Kuala Lumpur Malaysia
* Mobility Now, UPSI, Malaysia
* Cisco 3-in-1 (Voice, Video & Data) Satellite Offerings, Ministry of Defense, Malaysia

**Personal Information**

* Nationality: Malaysian
* Date of Birth: 16 July 1962
* Languages: English, Malay language
* Software: Microsoft Office OS