

Curriculum vitae



AzzaMohammed (Seema Ansel Benette)

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Abu Dhabi, UAE

Electrical & Electronics Engineer

Eleven years of experience in challenging roles– Business development, sales, engineering design and all aspects of project cycle from presales, sales, product management, customer interaction, procurement, financing and support project teams to take complex systems from inception to completion. Proven proficiency in building rapport with existing and new potential customers.

WORK EXPERIENCE

✓ **SALES BUSINESS DEVELOPMENT MANAGER-**
(Fire Alarm, Public Address & Voice Evacuation, Fire Fighting, Fire Suppression & Extra Low Voltage Systems...)

GENERAL INTERNATIONAL GROUPlc, Abu Dhabi, U.A.E

✓ **MANAGER-BUSINESS DEVELOPEMT/ OPERATIONS**
Fire Fighting (FM200, Fire Pumps...) , ELV

SIBCA Engineering llc, Abu Dhabi, U.A.E

✓ **ENGINEERING DEPT. INCHARGE-TEAM LEAD- PAVA,BGM & FireAlarm Solutions**

ATEIS Middle East, Dubai, U.A.E

✓ **MARKETING MANAGER-Engineering Solutions**
LEGEND CONSULTANCY llc, Abu Dhabi, U.A.E

✓ **INTERNAL ENGINEER (Oil & Gas Section)**
Descon Instrumentation & Automation
(Endress&Hauser) U.A.E Driving License: YES

EDUCATION Languages Known: English, Arabic,

Qualification: Bachelor's Degree in Electrical and Electronics Engineering (B. Tech in EEE)

Major: Electrical & Electronics Engineering

CONTACT



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PERSONAL STATEMET

Nationality: Indian





D.O.B: 23/01/1985

Visa Status: Employment Visa

Languages: English, Hindi, Arabic

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OTHER QUALIFICATIONS

-  Diploma in Project Planning and Management using software like Primavera P6.
-  Diploma in software like CAD, PCS (PC Schematic and EL Automation).
-  Diploma in MS Excel, MS Word, MS PowerPoint, MS Access. (MS Office trained from AREF Computer Institute, Hamdan Street, Abu Dhabi)
-  Added value: Professional preparation of presentation in PPT and online marketing expertise using social networks and digital editing online tools.

Product Knowledge:

- ATEIS, FRANCE – PAVA, PA, BGM
- SOUNDTUBE, U.S.A
- VELOX – Fire Alarm
- SIMPLEX, U.S.A – Fire Alarm & VE
- HONEYWELL NOTIFIER, USA – Fire Alarm & VE
- HONEYWELL X-618 – PAVA
- HONEYWELL VARIODYN – PAVA
- HONETWELL XTRALIS- ASD system
- HONEYWELL ALERTON
- JOHNSON CONTROL, BMS FX SERIES & METASYS
- INOTEC Central battery
- ABB Emergi Lite Central battery
- FIRE SUPPRESS, U.S.A -FM200
- LIFFECO FIRE FIGHTING
- BRISTOL
- INIM, ITALY – Fire Alarm and CMS
- TELEFONIKA Cables, EUROPE
- MASDAF, TURKEY – Fire Pumps

Work Experience

- **Sales Business Development Manager- Fire Alarm, Public Address and Voice Evacuation, Emergency Central Monitoring System, Fire Fighting, Fire Suppression, Fire Pumps and Extra Low Voltage Systems...**
General International Group llc
From 2020

Managing existing clients, identifying new sales leads, researching organizations to identify new leads and potential new markets, planning, maintaining, and growing more fruitful relationships with existing customers.

Researching the needs of other companies and support them best with turnkey solutions from our product range and expertise focusing on the customer needs and satisfaction.

Contact potential clients to establish rapport and set up meetings, planning and overseeing new marketing, sales and business initiatives.

Coordinate projects involving multiple departments to achieve completion of projects timely and efficiently.

CAREER OBJECTIVE

Looking forward to a challenging career whereby I can expand my skills and experience and contribute to a dynamic team successful organization...

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Represent Company in project and client meetings.

Ensure developments in operations, to reach its optimal level of efficiency, productivity, and profitability.

Manage and guide estimation to prepare quotations, BOQ based on scope of works implementing, value engineering, cost standards, technical information from quality, manufacturing engineering and design. Review and ensure to offer the best solution and use best method to acquire the projects.

Project Rollover Management - Introduced changes in existing projects without disturbing the ongoing process thus increasing output and reducing operating costs.

Financial Risk Management - Track the company's financial status and performance to identify areas for potential improvement.

Seek out methods for minimizing financial risk to the company.

Research and analyze financial reports and market trends.

Provide insightful information and expectations to senior executives to aid in long-term and short-term decision making

Review financial data and prepare monthly and annual reports.

Present financial reports to board members, stakeholders, executives, and clients in formal meetings.

Attending and organizing meetings, conferences, and industry events, delivering PowerPoint presentations.

Ensure to inform clients about the new developments in company product.

Managing and helping team members to develop their skills, knowledge and to come out of their comfort zone.

Product Knowledge in:

- ***HONEYWELL NOTIFIER, USA Fire Alarm and Voice Evacuation***
- ***HONEYWELL PAVA- X-618, D1 VARIODYN***
- ***HONEYWELL X-TRALIS VESDA***
- ***HOCHIKI FIRESCAPE CMS***
- ***AIRFIRE FIRE SUPPRESSION***
- ***HONEYWELL SECURITY CCTV***
- ***FIRE SUPPRESS, U.S.A -FM200***
- ***INIM (Harper), ITALY – Fire Alarm and Central Monitoring Emergency Exit Lighting***
- ***TELEFONIKA Cables, EUROPE***
- ***MASDAF, TURKEY – Fire Pumps***

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- **Manager –Business Development/ Operations- Fire Cables (Doncaster – UK), Fire Alarm, Public Address and Voice Evacuation, Central Battery, BMS, ELV- Life Safety & Security Systems**

Sibca Engineering L.L.C

2017-2020

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- ***HONEYWELL ALERTON***
- ***JOHNSON CONTROL, BMS FX SERIES & METASYS***
- ***INOTEC Central battery***

➤ Engineering Dept. In charge Team Lead ATEIS ME, FZCO, Dubai Silicon Oasis, Dubai 2014-2017

Supervising and leading a team of engineers in design and estimation of **ATEISPAVA,PA,BGM and Fire Alarm solutions.**

Direct, review and approve design and changes contracts and cost estimates in compliance with U.A.E Fire Code.

Prepare budgets, bids, contracts. Present and explain proposals, reports, and findings to clients,

Consult or negotiate with consultants and clients to prepare project specifications.

Interface and communicate with internal members and external customers to prepare solution based proposals with available sources and market demand.

Establishing rapport with new customers and existing and setting up meetings and delivering technical PowerPoint presentations.

Product Knowledge in:

- ***ATEIS,FRANCE – PAVA, PA, BGM***
- ***SOUNDTUBE, U.S.A***

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○ **VELOX – Fire Alarm**

➤ **Marketing Manager** **Legend Marketing Consultancy L.L.C, Abu Dhabi, U.A.E** **2011 – 2014**

Managing all marketing for the company and activities within the department. Deeply involve in social network & digital marketing via online digital tools.

Coordinating marketing campaigns with sales activities, planning, and implementing promotional campaigns.

Manage and improve lead generation campaigns measuring results.

Working closely with customers and assisting with new product launches, Work with management to prepare a core brand message, marketing strategy and apply these into all aspects of media.

Ensure successful product launches, promotions, and campaigns.

➤ **Internal Sales Engineer (Oil & Gas Section Instrumentation)** **Descon Engineering & Automation (Endress + Hauser), Abu Dhabi, U.A.E** **2009-2011**

Support sales of E&H products and services for middle east, preparesolution-based quotations and bid proposals based on Project requirements, negotiating with customers via phone, email or even in person.

Organizing technical and commercial meetings with potential clients and building rapport.

Communicate opportunities, discuss customer issues and work with outside sales in strengthening bonds with current leads and identifying new leads.

Assist all activities to ensure after sales support and prompt resolution of technical and commercial issues, Support the sales and marketing activities byattending and taking active part in organizing conferences, seminars, and events.

SUMMARY

Highly efficient, sincere smart and independent worker with good technical and commercial background. Remarkable proven leadership and managing capabilities with excellent communication skills and pleasing personality. Excellent Engineering skills.

Business Development – start and build rapport with customers and gain their respect and trust.

Presentation skills with pleasant voice. Work with desire to make a difference

➤ **Reference**

Upon request.