

Personal Profile of Noor Ahmed Sanadi

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Career Synopsis

- A competent engineering professional with over **20+ years** of enriching experience in **Business Development / Management / Projects / Operations** for business domains such as engineering / industrial products, plant equipment, HVAC systems and CAE solutions etc.
- A keen learner with a flair for adopting emerging trends and addressing industry requirements to achieve organizational objectives.
- An excellent performer with consultative sales style, negotiation skills, problem solving abilities and keen client assessment aptitude.
- Hands on experience of working on **CRM and ERP software programmes**.
- Experienced in working with international business environments with the distinction of exploring new markets for expanding businesses from scratch and streamlining operations. Abilities in handling multiple priorities, with genuine focus on business growth.
- An excellent communicator with good analytical and problem solving skills; Proficient in handling interactive technical presentations.

Core Competency

- **Business Development & Management:** Leading the efforts to launch / promotion of new products, complementary to the core business to develop niche markets. Building brand focus and visibility for B2B & B2C sectors, achieving profitability and operational efficiency.
- **Production Planning, Operations & Logistics:** Managing production, planning and control processes including complete business operations, process optimisation, quality, safety and regulatory audits at par with industry standards, ensuring in-time project delivery.
- **Procurement & Contracts:** Developing strategic suppliers, vendors and subcontractors, negotiation and efficient contracts management to ensure principal procurement for the forecasted production requirements and special projects.
- **Forecasting, Budgeting, Reporting & Tendering:** Preparing budgets, forecasts and management reports. Expertise in handling government/private tenders, ensuring adherence to regulatory procedures and dealing with consultants for obtaining required approvals. Strategic planning and continuous improvement programs through periodic analysis of P&L and growth parameters.
- **Project Sales & Key Accounts Management:** Conceptualizing & implementing sales strategies for securing major projects and sizeable business volumes from key accounts. Planning and Forecasting monthly/quarterly/annual sales targets and executing contracts in line with project deadlines. Building and maintaining strong business relations, ensuring customer satisfaction by achieving delivery & quality norms, with focus on client retention. Handling customer grievances and resolving issues, in line with quality policy and standards.
- **Human Capital Management:** Recruiting the right talent, assisting through the hiring process, providing skill upgrade trainings, performance based growth plans, instilling strong team spirit, ensuring employee retention in line with the company policy and vision.

Qualifications

- **Master of Business Administration (MBA)** – International Business.
- **Bachelor of Engineering** – Industrial Production.



Work Experience

Oct'2017 – Till date

Central Ventilation Systems W.L.L, Doha – Qatar, as

Asst. General Manager

Reporting to: GM & BoDs

- In-charge of **overall operations** and **business development** for QCDD approved passive fire safety solutions and ventilation systems, catering to the major infrastructure projects and construction industry in Qatar market.
- Devising and implementing **strategies** to enter major projects / tenders in close co-ordination with the sales and operations team, to ensure prompt delivery / execution of the project, to achieve the targeted sales revenues and profitability.
- Business development and sales of ventilation systems such as, **SAFE4** Smoke and Kitchen Extract Duct systems, **CousTek** Sound Attenuators, **Komponet** Louvers & Dampers, Fire Rated Multipurpose Panels / Boards etc.
- Targeting major EPC/MEP contractors, installers, oil & gas industry, key accounts, project designers and the consultants.
- Guiding and monitoring sales team and project operations, on daily routine through planning, reporting and analysis.
- Obtaining the **essential approvals** from various govt. institutions, major consultants, designers, clients and contractors.
- Overseeing the overall production operations, ensuring strict adherence to **project timeline**, with prime focus on production processes, planning and product quality control, conforming to the specifications and industry standards.
- Managing the entire manufacturing process, including the **just-in-time procurement** of materials, inventory management, preparation of production plans, implementing the ISO standards compliant **quality control measures** and monitoring the logistics.
- Assisting production dept. in effective implementation of preventive maintenance plans and ensuring their prompt execution in order to achieve **production efficiency** through minimising the equipment downtime and related costs.
- Managing **operations budget**, implementing production, planning & control policies by adherence to strict QA/QC norms.
- Monitoring operator performance and providing **skill development trainings** to the staff to updated on new techniques.

Feb'2015 – Sep'2017

Al Futtaim Group, Doha – Qatar, as

Business Manager – Projects

Reporting to: Division Manager

- Responsible for complete operations right from generating new sales leads, preparing technical submittals, pricing and commercial proposals, tender documentation, and negotiation, up to supply, installation and execution of the projects.
- Business Development for various equipment and systems various brands viz. **Carrier, Honda, Volvo, Sanyo, Aftron**, etc., through different distribution channels/dealers/contractors for both **B2B** and **B2C** market segments.
- Handled the core responsibility to plan and implement business development and sales strategies for projects and service business, with prime focus on corporate sector, dealer network, real-estate and infrastructure projects in Qatar.
- Key Accounts Management: Projects, Oil & gas, govt. sector, dealers, consultants and MEP/HVAC contractors.
- Sizing and selection of equipment, preparing estimates, techno-commercial proposals and submittals in compliance with the project specifications / tender requirements and to attend meetings / site visits as required.
- Directed and monitored the sales team in closing the deals, efficient project execution and to achieve individual targets.
- Directed after-sales department to improve service/parts business, secure AMCs, with a customer centric approach.
- Completed pre-qualification process and secured regulatory approvals for products from authorities, projects, clients and consultants.

- As an *Internal Auditor*, successfully implemented QMS and achieved **ISO9001:2008** certification within the short time frame.

Jan'2013 – Jan'2015

Al Emadi Group, Doha – Qatar, as

Business Development Manager – YORK Division

Reporting to: **Executive Manager**

- The core responsibilities were to design, plan and implementation of business development and sales strategies for **York & General** air conditioning equipment, with prime focus on oil & gas industry and infrastructure projects in Qatar.
- Looking after complete operations right from generating new sales leads, preparing technical submittals, pricing and commercial proposals, tender documentation, and negotiation, up to supply, installation and execution of the projects.
- Completing pre-qualification process and obtaining approvals from govt. authorities, projects, clients and consultants.
- Directing, guiding and monitoring the sales team in closing the deals, efficient project execution and to achieve targets.
- Key Accounts Management: oil & gas, govt. sector, retailers, projects, consultants and EPC/MEP/HVAC contractors.

Nov'2007 - Dec'2012

Stream Industrial & Engineering Co., Doha - Qatar, (part of Salam International), as

Sales & Marketing Manager – Mechanical Division

Reporting to: **Managing Director**

- Reporting to the **Managing Director** shouldered the core responsibilities of sales and operations, for engineering plant equipment from multinational manufacturers, targeting the oil & gas industry, infra-structure projects in Qatar and GCC.
- Brands represented are **Gardner Denver, CompAir, Demag, Severn Trent De Nora, REID Lifting, Kubota, Schenck, Venti Oelde, CMD, Chicago Pneumatic, Cooper, CombiLift, Lurgi**, etc.
- Leading the team of sales engineers, preparation of sales budgets/forecasts, business plans, sales and management reports, assigning targets for the sales team, devising strategies to achieve sales growth and ensure better **profitability**.
- Liaising with the principals, monitoring the sales activity and team management to optimise the performance, **achieve set targets** and extend value added support to the clients in line with the corporate vision and mission.
- Planning and execution of marketing strategies, email campaigns, technical presentations, product demonstrations to improve brand visibility and customer awareness. Introducing new products complementary to the existing business.
- Conducting **internal audits** to ensure the compliance of processes with the corporate company policy.
- Played key role in establishing after-market department and the service infrastructure to support the client base.

July'2005 – Oct'2007

INMA – Gulf Development & Constr. Co., Dubai – U.A.E, as

Sr.Sales Engineer – Atlas Copco

Reporting to: **Sales Manager**

- Sales and marketing of **Atlas Copco** premium range of products i.e. Compressed Air Systems, Construction Tools, Rock Drilling Equipment, Power Gensets, Industrial Power Tools and the after-market products in the U.A.E region.
- Processing enquiries, assessing the requirements and proposing solutions to end clients, consultants, quarry owners.
- Assessing the project / tender specifications, developing the essential documentation, technical submittals, compliance statements, commercial bids etc. Co-ordinating with clientele and the principals thru the entire sales cycle.
- Conducting technical presentations, meetings, promotional activities and preparing sales reports.

Jan'2001 – July'2005

Rachana Infotech Ltd., Goa - India, as

Marketing Engineer – CAE & Industrial Automation Division

Reporting to: **Marketing Manager**

- Primary assignment was to design, develop and market the industrial automation systems.
- Was involved in the marketing of CAD / CAM / CAE solutions and customised software for different applications such as engineering, banking, shipping, finance, medical, e-commerce and other corporate sectors.
- Organised seminars, presentations and other promotional activities for the clients.
- Identified the potential market sectors for trial automation, IT products; formed promotional strategies.

Software Skills

Expertise in **MS-Windows, MS-Office**, well versed with **ERP / SAP** and also worked on **MS-Project**, Pro-E2000i, AutoCAD.

Professional Trainings

- **Project Management Professional** – Project Management Institute, USA.
- **Certified Internal Auditor ISO9001:2015** – TUV SUD, Qatar.
- **Venture Capital Investment Certification** – Qatar Finance & Business Academy, Qatar.
- **Design & Installation of FyreWrap Systems** – Unifrax, USA.
- **Specialized product trainings** – **Atlas Copco** (Belgium & Turkey), **CompAir GD** (Germany / Italy /UAE), **Commtest** (U.A.E.), **Chicago Pneumatic** (Turkey)

Add-Ons

- Valid Driving License – **UAE & Qatar**.

My Achievements

- **SME Excellence Award** - 2022 & 2019 by Qatar Development Bank.
- **Resilient Award** – 2020 by QDB - Qatar.
- **Guinness World Record Holder**, (Linguistic skills)
- **Certificate of Appreciation** by HH Sheikh Tamim Bin Hamad Al Thani, for outstanding contribution towards FIFA WC2022.

My Strengths

- Receptive and adaptive to the dynamic market scenario and challenges.
- Ambitious, energetic, forward thinking and pro-active approach towards my responsibilities.
- Confident of getting through the assigned projects with due diligence and meeting targets.
- Ability to perform well under pressure, positive attitude, enthusiasm and mental toughness.

Personal Dossier

Date of Birth : 11th Feb 1979

Nationality : Indian

Marital Status : Married (Family in Qatar on resident status)

Languages Known : English, Hindi, Urdu, Kannada & Marathi (Read, write and speak)

My Philosophy in life

The best way to success and contentment is, **“TO DO QUALITY WORK.”**