



ABDULRAHMAN AHMED

Senior Sales Engineer | Energy Sector
| Client-Focused, Results-Driven | 9+
Years Building Sales Leadership

ABOUT ME

Sales Engineer with 9+ years of experience delivering high-impact power and event solutions across the Middle East, primarily in Saudi Arabia. Proven track record leading multimillion-SAR generator and backup-power projects, exceeding sales targets, and expanding key accounts by 30%. Skilled in strategic sales planning, consultative selling, and Salesforce/CPQ proposal development.

Passionate about sustainable energy innovation, I've led fuel optimization initiatives that reduced carbon footprint without compromising performance. I aim to leverage my technical and commercial expertise to accelerate revenue growth, client success, and long-term environmental impact, while driving renewable energy adoption in dynamic markets.

COMPUTER SKILLS

- CRM: Salesforce
- Microsoft Office
- SAP ERP
- **AI Tools:** ChatGPT & Gemini; Skilled in advanced prompting techniques for automation, data analysis, & creative problem-

LANGUAGES

- **Arabic** : Native
- **English** : Fluent

CONTACT

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WORK EXPERIENCE

AGGREKO | 08/2022 – 09/2024

Events Sales Specialist – Jeddah

- Prospected, targeted & acquired high-value accounts in line with annual sales plans, building a robust pipeline of power-solutions opportunities.
- Consistently exceeded revenue targets and KPIs, achieving 20% over quota through consultative selling and strategic upsells.
- Led tailored Proof of Concept (POC) engagements for enterprise clients, demonstrating solution value and achieving a 90% conversion rate from trial to closed deal.
- Fostered strong client and stakeholder relationships, leading to a 50% increase in repeat business and long-term service agreements.
- Applied Aggreko's Sector Sales Excellence methodology and Salesforce/CPQ processes to standardize opportunity tracking, pipeline forecasting, and proposal generation.
- Developed and executed comprehensive sales plans, setting product/sector revenue targets and mapping key account strategies for sustained growth.
- Expanded the key account portfolio by identifying and onboarding more than 50 new customers through targeted face-to-face and phone outreach campaigns.
- Drafted and delivered technically precise, commercially competitive proposals—aligning solutions to client needs and Aggreko's terms & conditions.
- Collaborated with Credit Control to negotiate payment terms and streamline invoicing, reducing Days Sales Outstanding by 25%.
- Mastered internal hire procedures and depot operations (Quick Track, product specifications, logistics), ensuring seamless delivery and 100% compliance with service-level agreements.

SELA | 10/2021 – 07/2022

Electrical Project Manager at Riyadh/Jeddah Seasons; Jeddah Jungle, World Defence Show, and Combat Field – Jeddah & Riyadh

- Developed load sheets and calculated power requirements for cafes, F&B outlets, CCTVs, and other site installations.
- Oversaw power distribution across all areas of Jeddah Jungle/Combat Field, including F&B outlets, sponsor zones, skill games, stages, and live shows such as Destruction & Stuntman.
- Managed cable layouts and ensured efficient routing across the zones.
- Supervised contractors during generator synchronization, compound setup, and ATS system testing.
- Conducted safety inspections and implemented site-wide safety protocols.
- Initiated fuel-saving measures, such as replacing a 270 kVA generator with a 120 kVA unit, reducing daily diesel consumption by 25% (from 18,592L to 13,900L).
- Managed and monitored an 18 MVA power system feeding two main halls during the World Defense Show.
- Collaborated with the Chief Engineer to address RMU tripping issues in Hall 1 and advocated for urgent deployment of backup generators.
- Contributed to designing a backup power system for the Saudi Electricity Company (SEC) and ensured its implementation within 24 hours.
- Supervised SEC's execution of the backup system, coordinating with show control to achieve a seamless event with zero power outages.

ADVANCED COMPANY | 09/2015 – 09/2021

Electrical Project Engineer – Medina

- Engineered and processed work during detailed development of SEC distribution projects.
- Performed analyses to estimate costs and profits.
- Led cross-functional project teams, delivering objectives 10% under budget and ahead of schedule.
- Oversaw safety and quality standards to ensure compliance with project requirements.
- Prepared payment certificates for completed projects, ensuring accuracy and adherence to contractual terms.

Grooming public speakers



Winners of public speaking competition - I am the second person from the left

ACHIEVEMENTS

- Spearheaded a multimillion-SAR generator optimization project at Combat Field in Riyadh, cutting daily diesel consumption by 25% and saving the client SAR 300,000 in fuel costs.
- Engineered and deployed a turnkey backup power system for Saudi Electricity Company within 24 hours—safeguarding a seamless, high-stakes event at World Defence Show
- Maintained high customer satisfaction (Customer Satisfaction Score (CSAT) 90%+, Net Promoter Score (NPS) +75) and achieved 80–90% client retention, translating loyalty into sustainable revenue growth and account expansion.
- Surpassed Aggreko's revenue goals by 15% in just three months as an Event Sales Specialist, closing deals worth over SAR 10 million in the first quarter.
- Priced and negotiated fuel, freight, and rehire logistics for the SAGP (Formula 1) 2023 contract, valued at SAR 15 million, maximizing margin and ensuring on-time delivery.
- Awarded 5th Prize in Malaysia's "Engineering the Nation" public speaking competition (The Star newspaper feature, 2012), demonstrating strong communication, persuasion, and thought leadership.

HOBBIES

Math, Solving Puzzles, & Proofreading

IELTS CERTIFICATION 2017

Speaking 7.0 Listening 7.0

Reading 6.0 Writing 6.0

Overall Band Score 6.5

EDUCATION

University Tenaga National, Malaysia

Program : Bachelor of Electrical Power Engineering (Hons)

Date : May 2015

CGPA : 3.51/4.00 Excellent

SKILLS

SALES AND CLIENT RELATIONSHIP MANAGEMENT SKILLS:

- Targeting and acquiring new clients while expanding key accounts.
- Delivering technical presentations and negotiating contracts to close deals.
- Conducting effective sales calls and driving revenue growth.
- Building lasting client relationships with strong post-sales support.
- Consistently exceeding sales targets and KPIs.
- Conducting face-to-face and telephone sales calls.
- Identifying and growing key account portfolios.

PROJECT MANAGEMENT SKILLS:

- Developing and executing sales and project plans.
- Managing large-scale event power distribution systems.
- Coordinating with contractors and internal teams.
- Monitoring project progress within timelines and budgets.
- Ensuring compliance with safety and quality standards.

TECHNICAL SKILLS:

- CRM (Salesforce) and CPQ processes.
- Hire procedures and internal administrative practices.
- Technical and commercial proposal preparation.
- Generator synchronization & ATS systems.
- Temporary/event power systems design.
- Low voltage (LV) and medium voltage (MV) systems.
- Electrical engineering and power distribution.
- Load calculation and power requirement analysis.
- Safety inspections and protocol implementation.
- Cost estimation, margin control, and cost optimization strategies

COMPUTER SKILLS:

- Proficient in CRM tools, including Salesforce.
- Skilled in using Microsoft Office Suite (Excel, Word, PowerPoint) for documentation, reporting, and analysis.
- Familiarity with CAD software for electrical design and layout.

CORE COMPETENCIES

- Strategic thinking and commercial acumen.
- Technical communication and product knowledge.
- Solution selling and value-based proposals.
- Client needs analysis and technical consultation.
- Cross-functional team leadership.
- CRM and pipeline management.
- Time management and prioritization.
- Adaptability under pressure.

PROFESSIONAL CERTIFICATION

- Occupational Safety and Health Administration (OSHA) Certification – 2016
- Safe Isolation and Electrical Distribution Rules Certification – 2017
- Cardiopulmonary Resuscitation (CPR) – Saudi Red Crescent Authority – 2020