

# Murtuza Syed Ali

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## Work Experience

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### Reichle & De-Massari AG

Regional Pre-Sales Manager, Western Region

Jeddah, Saudi Arabia

January 2020 – July 2021

- Implemented risk-price strategy for project bidding which increased the winning probability by 30% annually.
- Developed and monitored annual and multi-year client strategy work plans, resulting in increased revenue by 8%.
- Provided revisions to strategy and execution plans depending on business initiatives, aided in meeting yearly targets.
- Collaborated with product management teams to identify potential new product offerings.
- Executed function/area objectives that supported continuous quarterly improvements.

### Legrand Saudi Arabia

Business Developer, Legrand Data Center Solutions

Jeddah, Saudi Arabia

January 2016 – December 2019

- Implemented warranty claim validation system using avoidance method by assessing various data points from **SQL** database, resulting in 50% reduction in erroneous claims, a 5% rise in yearly revenue.
- Implemented rigorous supply chain partner pre-screening procedure to minimize bribery, product counterfeiting, and bogus warranty certification, resulting in stronger brand confidence.
- Developed a **Python** based quote tool that offered specific logistic costs, custom duty for the product category, and currency conversion rates, allowing for more precise offers resulting in a 10% boost in revenue.
- Created dynamic dashboards in Salesforce and PowerBI, which were utilized by top executives to track the new and current businesses, increased staff productivity by 25%.
- Improved demand forecasting by tracking macroeconomic factors such as GDP, stock market performance, employment statistics, and home sales data, which decreased short-term forecast errors by up to 38% and increased inventory accuracy by up to 15%.

### Legrand Saudi Arabia

Pre-Sales Engineer, Legrand Data Center Solutions

Jeddah, Saudi Arabia

June 2013 – December 2015

- Conducted exploratory data analysis of customer environments using Python to recommend and drive technical solutions that address their business needs and pain points.
- Successfully increased revenue by up to 20% by providing expert level technical guidance on **Legrand Data Center Solutions** during the sales process.
- Delivered on-site or remote proof of concepts for potential customers, translating complex technical problems into tangible business value.
- Coordinated with marketing team to develop marketing campaigns for new products.

### Modern Time Technical System

Junior Automation Engineer

Jeddah, Saudi Arabia

September 2010 – October 2011

- Collaborated with senior engineers in designing of building automation system that monitored and gathered operational data for all machinery in the facility.
- Ensure that the system is implemented in accordance with the design and client quality requirements.
- Provided monthly status reports on the project to senior engineers and the customer.

## Award

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- Legrand Saudi Arabia recognized exceptional achievement in business development and awarded a Certificate of Appreciation in 2017.

## Education

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### Clark University

MSc., Data Analytics. GPA: 3.9

Worcester, MA

Expected May 2023

### University of Essex

MSc., Embedded Systems

Colchester, U.K.

October 2011 – November 2012

### Osmania University

Electronics and Communications Engineering

Hyderabad, India

September 2006 – June 2010

## Skills

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**Data Analysis:** Python | Pandas | R | SQL | A/B Testing | Tableau | OpenSea

**Machine Learning:** Scikit-Learn | TensorFlow | Deep Learning | Neural Networks | Supervised Learning | Time-Series

**Data Visualization:** Matplotlib | Plot.ly | Shiny | Seaborn | Tableau | Power BI