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RIYADH – SAUDI ARABIA

IMAD ZAKHNOON

A BRIEF ABOUT ME

Entrepreneurial leader with over than 13 years' experience in the commercial strategy and execution. Strong people and project management expertise, leading cross functional teams to close tens of millions of USD in projects. Recognized leadership style based on collaboration and out-of-the-silo thinking. Strategic vision, demonstrated conceptual skills and effective implementation. Passionate, persuasive and influential, with excellent interpersonal traits. Contagiously positive driving force who builds and unifies teams. Innovative, with proven record to improve business processes in multinational context.

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WORK EXPERIENCE

- **AWAEL - Director – Strategy & Business Development [Jan 2019 – Present]**

Previously Alrashed Contracting - Awael is a holding group of 6 companies in niche contracting business. My valuable contribution focuses on building the strategy for the group's affiliates, grow the business sustainably in alignment with our strategy, via targeted alliances, and innovation in business and technology. Also, managing BUs commercial growth and development via financial metrics.

- **ELM – Executive Manager - Business Development and Sales [Jan 2018 – Jan 2019]**

Leading the transformation of business development and Sales for ELM Training Solutions. Capturing market share in Government and Semi Government Authorities and providing institutionalized value. That results in achieving the financial targets.

Building and realizing customer journeys for users of each organization, leveraging the public private partnerships (PPP) and revenue sharing models.

- **National Water Company – Privatization Senior Manager [Sept 2017 - Dec 2017]**

Driving the privatization strategy and execution for the water distribution sector across Saudi Arabia. Engaging with NPC, MOF, WEC, ECRA and MEWA as stakeholders and legislators to align the privatization strategy with 2030 vision.

- **SAUR - GCC Business Development Manager: [Jan 2016 – Sept 2017]**

Leading the commercial activities for SAUR in Saudi and the Gulf countries. Establishing Partnerships, JVs, SPV, and market assessment to shape the company strategy towards Market trends.

- building capabilities of bidding, negotiation and winning contracts in the local markets, while managing a team of tendering and sales
- **Areas of Focus:** PPPs in KSA & GCC, privatization in the water sector including city concessions and BOTs
- Accomplished a new strategy for SAUR targeting over than 1 Billion SAR by 2020

- **SCHNEIDER ELECTRIC (Previously INVENSYS) [Feb 2013 – Jan 2016] – Sales & Account Manager**

- **Cross Selling & Business Development:** Leading the Account Management of Saudi Aramco for Schneider-Electric (Former Invensys) portfolio. Managing the Cross-Selling Activities for All Schneider Electric Portfolio within Saudi Aramco. Closed Multiple long term agreements like PMP and GSA and experienced in CPA
- **Green and Brown Field Projects:** Leading the sales activities for Green and Brown field project in Saudi Aramco. Covering Shaybah, Haradh, Riyadh, Houtah, and Khurais sites. Additionally, requiring deep understanding of client & EPCs requirements for Projects and customer behavior shifts
- **Account Management:** in 2013, lead the sales activities in the power and water in Saudi Arabia, and Bahrain for the full range of Invensys portfolio. Responsible for account management for SEC, Marafiq, SWCC, and IPPs.

- **GENERAL ELECTRIC – Energy [June 2008 – Jan 2013]**

- **Sales Manager – Power Conversion (Previously, GE Motors) – AL Khobar, Saudi Arabia [April 2010 – Jan 2013]**
 - **Sale & Greenfield Projects:** Handled the Sales activities for Saudi Arabia until 2011, and for Middle East in 2012 by building a strong opportunity pipeline GE Motors while closing commercial gaps. Assuring project coverage during all stages, idea, feed, bidding till award. Introducing the technology specifications in end-users standards, FEED, and Tender Doc. Maintaining a Close networking with Bidding EPCs, Consultants and Subcontractors.

- **Market Positioning & Initiatives:** Developed strong relationship with GE Motor Factories for NPI's to penetrate the market and close product and technical gaps. Medium Voltage Motor Replacement Program to ensure market Penetration and Large Synchronous Motor business strategy to identify future projects and execute accordingly
- **Market Research and Studies:** Comprehensive Low Voltage Motor marketing strategy by conducting voice of customers, competitive analysis, Market intelligence pricing, and strategic partnership
- **Distribution Strategy & Client Relationships:** assessing best market channels to sell to Saudi Aramco, SWCC, SEC, and Others. Build and maintain influential relationships with assigned customers at various levels and develop strategies to grow the business and generate Sales. Excellent Networking with Key Clients
 - relationships resulted in selecting best fit Channels for Saudi market for different product lines
- **Risk Analyst, Atlanta, GA, USA [Aug 2009-March 2010]**
 - Established Technical Information Letters (TIL) guidelines that mitigated emerging technical risks while optimizing contract profitability. Utilizing all operations, technical & financial expertise to develop and execute strategies geared towards maximizing profitability through technical risk management. This drove into over 10 MM USD savings in TILs
 - Partnered with COEs in Fleet studies and generated business cases to have more accurate financial calculations and increased reliability – 7F Combustion inspection & 6F/9F Fleet. Worked across Power Generation Services, CoEs (Centers of Excellence) and Product Services to develop, implement and monitor strategies to mitigate technical risks
- **Commercial Manager: Belfort, France [Jan-July] of 2009**
 - Building Thermal Power Generation Technical Proposal by working with Engineering and Sourcing to meet customer specifications leveraging GE world expertise
 - Worked on 3 Turnkey power projects and closed a value of \$ 2.2 BB in Sabya, Kuwait project.
- **Market Analyst Dubai, UAE [June – Dec] of 2008**
 - Building pipeline in the Energy Sector analyzing Middle East economic trends, government policies, FDI, and power market indications.
 - Established tracking tools for industrial projects in ME and conducting VOC for Renewables and Thermal power generation, while assessing 2008 Market crisis impact
 - Conducting 15 Mini projects and tools for the Marketing department.
- **Joined GE as a CLP - Commercial Leadership Program focusing on Energy and Power:** 2-year rotational program building strong commercial and technical competencies in the power generation and services. Hands on job while rubbing shoulders with GE leadership and experts to deliver in ME region in Commercial roles
- **UNILEVER – COOP [Feb-Aug] of 2007.** Food and Beverage Marketing, “**Knorr**” brand, Jeddah.
- Leading Knorr On-going Yearly Promotion Program in Saudi and the Gulf. Planning, Executing and managing promotional activities to increase penetration, customer awareness, and sales achieving over than 50% market share in Ramadan in 2007. Also, conducting several Market Research on product developments for Saudi Market.
- **AL SHIDDI Certified Translation Center. [July 2003 - 2005 as part time]** Establishing new business, setting up administration processes, and customer service management.

EDUCATION

- **[2013 - 2015] MBA form KFUPM Graduate with Distinction, GPA: 3.633/4.0**
- **[2003-2008] KING FAHD UNIVERSITY OF PETROLUEM AND MINERALS, College of Industrial Management, Department of Marketing and Management. Major: Bachelor of Science in Marketing.**
Dhahran, Saudi Arabia. Cumulative GPA: 3.1/4.0, Major GPA: 3.4/4.0

Executive Education

- Cranfield School of Business – Leadership Development Program
- Harvard Business School – Leading with Finance
- Harvard Business School – Disruptive Strategy
- Harvard Law School – Negotiations for Managers
- Hult Business School – Creativity and Growth
- Mastering the Complex Sales - Istanbul
- SE – 95/5 Sales – UK
- GE Crotonville - Leadership Development
- GE Crotonville – Foundation of Leadership
- GE DMAIC Six Sigma & Lean

LANGUAGES

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

CLIENTS, SECTORS & VARIOUS INDUSTRIES

- | | | | |
|-----------------|-----------------|-------------------|------------------------|
| • O&G Companies | • Power & Water | • Petrochemical | • FMCGs |
| • Cement | • Metal | • Pulp & Paper | • Design & Engineering |
| • Government | • EPCs | • Semi Government | • Consulting |

AWARDS & ACHIEVEMENTS

- **2015:** High Achiever Award with Sales above 160% Target
- **2013/14:** Outstanding Performance Award (Circle of Excellence Award) Company Top 7% Team
- **2014:** Achieving Highest Sales with a letter of appreciation.
- **2013:** Signing a PCS Agreement with Saudi Aramco for the Shaybah Site, worth of 15 MM USD.
- **2012:** Signing up with a Saudi Partner for the GE Motor business with Al Abdulkharim & Closing the Target of Middle East
- **2010:** Graduate from CLP – Top Global Commercial Leadership Program in GE
- Natural Team Leader by driving multiple university projects such as **NADEC, DANONE and MasterFoods** competitions
- **The 1st place winning** team of the “Academic Award for Excellence in Marketing MasterFoods Middle East” in KFUPM nominations during September 2005 - October 2006.
- **2005/2006: 1st place Advertising** and Promotion - Integrated Marketing Communications for FROOT LOOPS cereal with Dr. Obaid Al-Shuridah.
- **2006: 1st Place Retailing** - RED CAP Grand Opening company with Dr. James Cooper
- **2005: achieved 2nd Place Marketing** Research - Nadek's Dairy, with Dr. Al Hasan Abdulmuhmin.

SKILLS SETS

- Outstanding Leadership Energy and Excellent Teamwork spirit
- Marketing Analytics and Strategies
- Business Development & Account Management (CRM)
- Channel Development & Management
- Negotiations & Sales Management
- Understanding & Influencing Client decision making tree
- Excellent presenter and public speaker
- Acquired well knowledge of various cultures

GLOBAL REACH

Have traveled extensively throughout the globe during my experience years, living and/or conducting business in:

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|-----------|---------------|-------------|-----------|
| • Germany | • Holland | • Brazil | • Bahrain |
| • France | • Italy | • Greece | • UAE |
| • Spain | • Switzerland | • Czech Rep | • USA |
| • Turkey | • UK | • Luxemburg | • China |