

RACHID NADDI

PERSONAL DETAILS

Lebanon
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Driver's license: International
Nationality: Brazilian

PROFILE

As a Water Treatment Specialist with over 10 years of experience, I excel in optimizing water treatment processes across industrial, municipal, and residential sectors. I possess a strong ability to collaborate with cross-functional teams, effectively addressing water quality challenges, improving system efficiencies, and developing innovative solutions. My expertise lies in ensuring compliance with environmental regulations while enhancing water quality and achieving cost-effective solutions. I am dedicated to delivering sustainable water treatment strategies and advancing water conservation practices to meet the needs of diverse applications.

EDUCATION

Bachelor Degree American University of Beirut	Jan 1997 – Jan 2001
Experimental Science Secondary Evangelical School	Oct 1982 – Jul 1996

EMPLOYMENT

Sales, Technical Sales & Consultant – Chemicals CEMP Company, Saudi Arabia & Lebanon	Jan 2024 – Present
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- In charge of sourcing clients in the Water Industry, Oil and Gas, Petrochemicals, Food & Beverage Industry.
- Currently, I am covering Saudi Arabian Market and Lebanon.
- I do provide technical support and consultancy in various industrial chemical technologies, which are being used for various water operating systems, such Reverse Osmosis, MED & MSF Units and TVCU Units, Cooling Systems, Steam Boilers, High- and Low-Pressure Boilers, Wastewater Treatment Plants, including the Industrial Ones as well.
- I also have vast knowledge in Catalysts and Adsorbents.
- My responsibility lies mainly on advising clients which is the proper chemical to be applied during the process.
- Chemicals ranging from Corrosion Inhibitors, Scale Inhibitors, Micro-biocides, Antiscalants, Cleaning Chemicals such as descaling, flushing chemicals.
- During my past employment, I have also worked with Chemicals such as Morpholine, TEA 99%, Toluene and Furfural, which I have supplied to Saudi Aramco in the Western Region of Saudi Arabia.
- Adding also the polymers, flocculants and coagulants for wide range of applications, mainly in

Technical Consultant

Oct 2017 – Dec 2023

Freelancer, GCC Countries & Lebanon

- Provide Technical consultation to companies in the water treatment industry business, oil and gas, petrochemicals in aspects of specialty chemicals and Ion Exchange Resins and how to use and apply the chemicals in different water utilities, such as Steam Boilers, High & Low Pressure Boilers, Cooling Towers, MSF Units, MED Units, Reverse Osmosis, in addition to the Ion Exchange Resins in the Softeners, Demineralization Plants, MTBE, extrusion and the separation of metals from water, and oil separation technologies.
- Delivered expert technical consultations to boost water treatment efficiency.
- Enhanced chemical application in steam boilers and cooling towers for cost savings.

Technical Sales Manager

Feb 2016 – Aug 2017

REZA Investment Company, Jeddah – Saudi Arabia

- In charge of running technical sales and proposals, marketing of specialty chemicals used for water treatment and oil and gas, solvents, cleaning chemicals such as descaling, cleaning and treatment chemicals for Boilers, Cooling Towers, MED and MSF Units, Reverse Osmosis Membrane cleaning, Piping Cleaning and Descaling, And other relevant applications.

Technical Sales Manager

Feb 2015 – Aug 2015

Purolite Corporation, Jeddah – Saudi Arabia

- Technical Sales and Support in Ion Exchange Resins, Business Development and On-Site Training, Clients Sourcing in the Gulf Market.
- I handled clients in the water industry, oil and gas companies, petrochemicals and other industries.
- Preparation of technical and commercial proposals, follow up purchase orders to delivery of products sold to customer warehouse, in addition collection of receivables from time to time.

Senior Chemical Sales Engineer

Feb 2013 – Jul 2013

Saudi Berkefeld/ WETICO, Dammam – Saudi Arabia

- In charge of running Technical Sales and Providing Technical Support to customers on how to use the different water treatment chemicals.
- Onsite training and water testing for quality and contaminants.
- Led technical sales initiatives to boost revenue through chemical solutions.
- Conducted water testing to ensure quality and compliance for clients.
- Achieved high customer satisfaction through effective technical

Senior Executive Sales Engineer

Apr 2002 – Jun 2012

Veolia Water Technologies, Jeddah – Saudi Arabia

- Sourcing Clients and performing Technical Sales, preparing proposals and quotations, doing laboratory water analysis and collecting samples from water utilities, supervising teams while performing onsite chemical cleaning CIP for MED and MSF Units in addition to Reverse Osmosis Plants.
- Involved in the sales of Desalination Plants, Neutralization Units, Wastewater Treatment Plants and other parts relevant to water such as pumps, chemical dosing pumps, Valves.
- Involved in both Chemicals and water utilities sales.
- In charge of following Key Account Clients such as Saudi Aramco, SABIC, YASREF, SAMREF, SWCC, PETROBRAS, RAWEC, SETE Energy Saudia for Industrial Projects, Saudi Electricity Company and many others.
- Prepared competitive proposals and quotations to secure projects.

SKILLS

Chemistry

Recruitment

HVAC

Petrochemicals

Technical Sales

Technical Support

Pumps

Biocides

Osmosis

Catalysis

Writing of Proposals

Team Management

Membranes

Marketing

Customer Relationship Management

Water Treatment

Oil and Gas

Reverse Osmosis

Consulting

Sales

Water Quality

Chemical Cleaning

Polymer Chemistry

Bidding Skills

Customer Account Management

Project Management

Solvents

Business Development

Market Penetration

Negotiation Skills

LANGUAGES

English

Portuguese

Arabic