

Curriculum Vitae

Name: Abraham Le Roux Botha (Roy)

Nationality: South Africa

Date of Birth: August 2nd, 1956

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E-mail: roybotha@hotmail.com

Languages: English and Afrikaans

Health: Excellent

Sport: Golf, Squash, Gym

Hobbies & Professional Interests: Music, Gardening, Rugby, Motor Sport

Professional Membership: South African Instrumentation and Control (SAIMC) South African Equivalent of ISA

Qualifications: Engineering Diploma - National Higher Diploma (Electrical Engineering Light Current) Cum Laude (majors in Industrial Instrumentation and Automatic Control)
Business Management Diploma
Advanced Program for Managers



Profile

A progressive Sales, Corporate and General Manager, whose chosen career has progressed successfully through a wide range of management roles with an emphasis on Sales Excellence, Teamwork, staff development, and customer satisfaction. Combining over 30 years' experience with strong management and business orientation, well developed relationship building and influencing skills achieved from experiences in managing large corporate accounts mainly in the Petrochemical, Refining and Oil & Gas Sectors in several countries. Proven strong team development and motivational skills, supported by developing realistic strategies, tactics and goals have resulted in significant contributions to improvements in profitable sales performance and growth.

Skills

Management:

- Country management
- Regional Sales Management
- Global Mega Project Sales (MAC & MIV)
- Organisational change management
- System Sales & marketing management
- Six sigma for Growth
- Operations management (Projects, Engineering and Service)
- Business development/management
- General management
- Project management
- Quality Assurance Management

IT

- Microsoft Word, Excel, PowerPoint, Visio, Publisher & Project

Control Systems, Services & Applications Sales

- PAS Operator and Automation Effectiveness Solutions and Services
- Emerson DeltaV, DeltaV SIS
- Yokogawa CS3000, FastTools, ProSafeRS
- Honeywell Experion PKS, PlantScape, TPS, Basic, Advanced Solutions like RMPCT and MES
- PI Historian
- IBM Manufacturing Solutions

Other

- Working Knowledge and Application sales experience in most Industrial Plants including:
 - o Iron & Steel - Blast Furnace, Soaking Pits, Boilers & Turbines
 - o Petrochemical & Refining Plants
 - o Pulp & Paper plants
 - o Cement & Lime
 - o Water Treatment
 - o Batching plants
 - o Sugar
- Pressure, temperature, level and flow instrumentation

PROFESSIONAL HISTORY:

WORK SUMMARY

11.2010 To Present

**Process Automation Services PAS) Inc.
Located in Kingdom of Bahrain, ME**

as

Senior Account Manager

- Responsible for Sales of Alarm Management, System Documentation and Control Loop Optimisation software solutions services and training to Saudi Aramco (SA) & SA Joint Ventures in ME.
- Analyse current situation regarding ARAMCO account and develop an account plan and strategy to maximise on business in the medium to long term at mutually acceptable terms and conditions. -
- Sales to specific accounts outside of SA mainly in Refining & Oil & Gas Industries in Bahrain, UAE and Oman.
- Act as local senior representative of PAS in Bahrain supporting necessary administration functions to run sales & operations entity.

01.2009 To 10.2010

**Emerson Process Management, Southern Africa (Pty)
Ltd**

as

Regional Sales Manager, Process Systems & Solutions Africa

- Leadership responsibility for Process Systems and Solutions sales & business development initiatives in the African Region of Emerson Process Management ME&A
- Meet or exceed territory financial objectives required in support of the PSS MEA business plan
- Collaborate with and support sales representatives in the region.
- Develop and implement sales strategies for projects. Maintain an accurate project pursuit list and provide monthly reports and forecasts to divisional Sales & Marketing Directors in PATT
- Prepare and present marketing forecasts, pricing surveys, competitor intelligence and country marketing plans
- Work closely with proposal generation group to ensure all offers reflect customer needs, are competitively priced and are submitted on time.
- Improve customer satisfaction by finding solutions to their needs
- Take a pro-active role in working with the Emerson Global Project Pursuit Team and local Southern Regional sales representative to identify, qualify and pursue control system projects to achieve order conversion and maximise the potential for all Emerson Process Management products and services.

- Develop long-term relationships with senior management within customer accounts to ensure awareness of the capabilities of Emerson Process Management.
- Promote the business benefits of PlantWeb to customers.
- Profile accounts and establish a clear understanding of business drivers and process control requirements.
- Liaise with Emerson personnel Worldwide for Global Project Pursuit.
- Capture customer key business drivers and ensure inclusion within Emerson proposals.
- Maximise revenue and profit from the existing installed base.

05.2006 – 12.2008

Emerson Process Management, Middle East & Africa

as

Global Project Pursuit Manager, Kuwait

- Project Pursuit Leader responsible for Cross divisional International Projects for destination Kuwait on a cross divisional basis with a focus on strategic qualified opportunities as identified by MEA Executives to be part of the top 25 projects.
- Responsibilities in this position include:
 - o Identifying Projects at an early stage preferably during FEED
 - o Identify Project Scope for all divisions
 - o Engage with end users in identifying the key players (FEED/EPC/PMC/Process licensors/Package suppliers etc.)
 - o Identifying competition
 - o Strategic positioning including preferred vendor list identifying customer pain points, special needs etc.
 - o Drive definition of Project Strategy and then drive through order placement
 - o Project Follow-up
 - o Co-ordination and communication with other world areas
 - o Preparing, Managing & Updating project data base
 - o Understand and manage project pursuit costs, reducing costs will be a key responsibility for this position and will include personal expenses and global sales pursuit team expenses. You must be able to identify and eliminate unnecessary meetings, teleconferences and travel in
- Central point of liaison with local Emerson agent in Kuwait as the first permanent employee based in Kuwait for Emerson Middle East.

02.2005 – 04.2006

Yokogawa SA (Pty) Ltd, West Rand
(Systems Division)

as

National Systems Manager

- Managing and re-engineering systems business comprising sales, projects & engineering and service business in the African region
- Setting up and review of budgets (2005 budget R48M)
- Monthly/weekly reporting on achievements and actions required to meet sales targets.
- Ensure that the projects and service divisions has sufficient capable resource, correct processes and procedures to implement the projects professionally and profitably.
- Liaison with products divisions to ensure image within industry is maintained as one of the leaders in the industry.
- Consolidate business with the existing client base ensuring business is maximised.
- Establishment of corporate marketing and advertising campaign.

Significant Achievements:	<ul style="list-style-type: none">- Grew profitable cross divisional order intake by 30% through the following key initiatives:- Appointed additional sales and tendering staff in accordance with approvals.- Arranged Strategic Selling and Large Account Management Selling training for Sales Staff.- Put in place the mechanism for account allocation for sales and annual targets.- Established support staff in all areas to assist sales in meeting there objectives.- Appointed a new service manager to drive the required growth of this business.- Appointed a new Projects & Engineering Manager to redesign the division in accordance with the intended growth requirements.- Took over sales management function and relocated existing sales manager into an operational role in the Western Cape Region where business was very buoyant.
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09.2004 – 01.2005

Self Employed – Garden Landscaping

- Established a partnership and was responsible for implementation of scope of work designed by partner and jointly sold.

Reason for leaving:

Was not financially sustainable within limited funds available.

12.2003 TO 8.2004

**Honeywell Southern Africa (Pty) Ltd
Industrial Process Solutions**

as

Country Manager Honeywell Southern Africa, Acting Regional General Manager (RGM), Sales & Sasol Corporate Business Manager, Honeywell Process Solutions, South Africa

- Effective December 2003, Honeywell moved back to a regional organisation for Africa with all line management in region reporting directly to the regional manager and dotted line reporting to business unit leaders internationally.
- In addition to the functions of the previous position the following:
- Legal, statutory and customer interfacing responsibilities for Honeywell Southern Africa.
- Full financial responsibility for the Honeywell Process Solutions division business in Africa (+R150M).

Significant Achievements:	<ul style="list-style-type: none">- Re aligned the organisation into the new structure.- Put strategic plans in place during the interim.- Involved in the appointment of the permanent RGM which was to be a Black Empowered (BE) candidate.- Planned orientation, introduction, handover and provided key input in strategic meetings aligning the company for a growth strategy of doubling the business in the African region in 3 years.- Ensured sales continued and met plan for the first three quarters of 2004, achieved in excess of 110% of plan.
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5.2002 To 12.2003

**Honeywell Southern Africa (Pty) Ltd Industrial
Process Solutions**

as

Country Coordinator, Energy Vertical Market Leader, Sasol Corporate Business Manager

- **In addition to the functions of the previous position the following:**

Responsible for the **Sasol** Strategic Corporate Account, globally.

Significant Achievements:	<ul style="list-style-type: none">- Successfully completed 2003 Sasol alliance negotiations.- Roll out of strategy for appropriate focus on Sasol activities with respect to approach and visibility and efficiency of sales coverage with other end users.- The establishment of a Southern African Power initiative; developed, presented, accepted and supported by Europe together with the requirement for Black Economic Empowerment (BEE) to enter this market.- Completed definition of the African Growth Initiative- Financially, 2003 was a tough year, many projects planned for the year slipped to 2004 and resulted in below plan performance
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10.2001 To 5.2002

Honeywell Southern Africa (Pty) Ltd Industry Solutions

as

Country Coordinator, Energy Vertical Market Leader

The organisation went through major organisational change globally. The organisation is broken up into vertical markets (VM's) and business is driven through vertical market leaders globally. The responsibility of regional managers is reduced to a coordination role between vertical markets, integration of SBU functions into the applicable VM's. In this capacity I was responsible for the Energy and MMM (Mining, Metals & Minerals) VM sales in South Africa. The following provides more detail of the position.

- Responsible For:

New Organisation

- Identify & help remove any barriers to implement the new organisational structure
- Ensure equitable sharing of resources between the Vertical Markets where needed
- Interface with Global/EMEA VM leaders to clarify allocation
- Retain links to After Market Service organisations locally

Financial

- Retain visibility on financials during transition to VM org.

Country P&L Plan / Actual

- Forecasting process. Ensure overall consistency
- Coordinate local transition to VM
- Lead cash call process
- Ensure business focus on receivables in place (sales, project mgmt., Global Business solutions, (GBS))

General

- Senior local Industry Solutions (IS) representative role external
- Customer contacts
- Industry bodies
- Senior local IS representative role internal
- Interface with support functions, other SBUs, legal country management etc. (GBS via financial)
- Represent IS on local works councils
- Responsible for country facilities
- Realise financial targets relating to booking, and GM targets for Industry Solutions sales.
- Set plans in motion for growing the business outside of the HPI (Hydrocarbon Processing Industry), namely MMM & Power.
- Set up and control marketing and advertising activities.

Significant Achievements:	<ul style="list-style-type: none"> - The vertical market organisation was successfully rolled out. - Horizontal functional business leaders were appointed for the projects and engineering functions. - The financial tracking and reporting functions were reorganised in accordance with the requirements of the new organisation. - Successfully completed 2002 Sasol Alliance negotiations supported by the Industry Solutions horizontal management and Hi-Spec. - Strategy for increasing focus on all Sasol activities with respect to approach, visibility and efficiency of sales coverage with end users and the Sastech organisation successfully completed. - Achieved the required visibility with European VM directors to consider investment in MMM and Power business in South Africa. - Escalated requirement for Honeywell South Africa to be black empowered and process to achieve this has commenced. - Exceeded all Sales targets for 2001
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10.2000 To 09.2001

Honeywell Southern Africa (Pty) Ltd Industry Solutions

as

Sales & Marketing Manager, Industrial Control

- Responsible for all system sales in South Africa.
- Responsible for the setting of budgets, monthly/weekly reporting on achievements and actions required to meet sales targets for industrial business.
- Liaison with other divisions to ensure image within industry is maintained as the leader in the industry.
- Establishment of corporate marketing and advertising campaign.

Significant Achievements:	<ul style="list-style-type: none"> - Met & exceeded all financial goals and targets in all divisions of industrial control. - Supported the on-going efforts to establish penetration into the Sasolburg region with Honeywell's Hybrid Control Systems, Historian and Integrated Building Management and Access Control Systems. - Honeywell achieved the largest supplier of industrial control equipment in accordance with the findings of AMI's Process Control & Instrumentation Survey, South Africa, toppling Siemens for the first time in twenty years
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08.1997 To 09.2000

Honeywell Kuwait K.S.C.

as

Industrial Operations Manager

- Responsible for the efficient and profitable running of the projects, engineering and service divisions.
- Manage organisation to realise financial target relating to booking (after market services), revenue, operating profit and working capital.
- Responsible for growing the service business to it's full potential.
- Work toward ISO 9001 Certification and play an active role in establishing Honeywell's quality values based on the European Foundation For Quality Management Model.

Significant Achievements:	
	<ul style="list-style-type: none">- Met & exceeded all financial goals and targets in all divisions. Grew the already well-established service business by 50%.- Put in place financial measurement criteria to monitor projects status on an on-going basis.- Raised level of engineering capabilities through on-going training and developmental processes.- Kicked of an ISO 9000 initiative which was well on its way to completion.

01.1997 To 07.1997

**Dexel (Pty) Ltd
Information Technology Solutions**

as

Business Manager, IBM Solutions

- Responsible for the establishment of a business unit selling direct to end-users various IBM information technology related products, solutions and services which Dexel is authorised to sell.
- Report to Dexel & IBM on business forecast.
- Responsible for complete marketing plan, advertising campaigns, and, positioning the organisation to provide solutions in this environment.
- Order placement on IBM and delivery to end-users.
- Responsible for the setting of budgets, monthly reporting on achievements and actions required to meet budget.

REASON FOR LEAVING :

Dexel went through two ownership changes during my short tenure with them. They were in the process of trying to get five new businesses of the ground. A decision was made to abandon all five of the start-up businesses including the IBM business relationship and to return to their core business of being a Dec/Compaq Solutions Provider.

09.1996 To 12.1997

**Dexel (Pty) Ltd
Information Technology Solutions**

as

Business Manager, IBM Production Solutions

- Responsible for the establishment of a business unit selling direct to end-users IBM's range of Manufacturing Solutions information technology related products, solutions and services which Dexel is authorised to sell.

12.1993 To 08.1996 :

Honeywell Southern Africa (Pty) Ltd

as

Sales Manager, Industrial Systems Division, Gauteng

- Responsible for all system sales outside of the Kwazulu natal region.
- Responsible for the setting of budgets, monthly reporting on achievements and actions required to meet budget, liaison with other divisions to
- Ensure image within industry is maintained as the leader in the industry.
- Management of the Sasol account, Palabora Mining & Unifoods.

Significant Achievements:	<ul style="list-style-type: none">- Exceeded personal and divisional sales targets for all three years in this position.
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**COMMUNITY/SOCIAL
RESPONSIBILITIES :**

Actively serving on the committee of the South African Institute of Measurement & Control Johannesburg branch.

10.92 To 12.93 :

**Martech Controls (Pty) Ltd (official distributor of
Honeywell during sanctions)**

as

Sales Manager, Industrial Systems Division Transvaal

- Management of the system sales division outside of the natal region.
- Management of all accounts in this region up to April 1993 when an additional accounts executive was brought on and
- direct account responsibility was reduced to petrochemical refining, food & beverage and mining.

Significant Achievements:	<ul style="list-style-type: none">- Achieved and exceeded sales budget requirements for the year.- Guided and supported additional sales resource to be established in respective accounts, the systems and the procedures within the organisation.
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06.1989 To 09.92 :

Martech Controls (Pty) Ltd

as

Accounts Manager, Petroleum/Refining

- Responsible for the management of the complete refining industry in the Southern African region including Sasol, Sapref (Shell & BP Refinery of SA) and Mobil (now known as Engen).
- This includes the selling of Honeywell TDC 3000 process control and computer systems, related project implementation services, training and project management.
- The development and implementation of effective account strategies, promoting the use of associated field instrumentation, assistance in generation and approval of all tenders submitted, ensuring customer awareness of the full TDC 3000 product range.
- Employ and assist systems engineers in the completion of all tenders.

Significant Achievements:

- Maintained the petroleum/refining business as the largest business operation, awarded sales man of the year for the past two years while in this position.
- Achievement in 1989 was also for the largest amount of orders booked in one year by the company.
- Won an award for exceeding 120% of target, a trip for my wife and myself to Mauritius.
- Managed the sale of the largest software package inclusive of hardware to date to Engen refinery, Durban.
- Was instrumental in Martech obtaining the distribution agency for the Plant Information System (PI), real time database and landing two significant orders.
- Help set up the Technical Assistance Centre TAC support group and booked the largest Support contract (SESP) in the European region, namely Sasol 2 & 3 in Secunda.

06.1984 To 05.1989 :

Martech Controls (Pty) Ltd

as

Accounts Executive

- Responsible for the selling of Honeywell TDC 3000 process control and computer systems, related project implementation services training and project management.
- The development and implementation of effective account strategies, promoting the use of associated field instrumentation, assistance in general and approval of all tenders submitted, ensuring customer awareness of the full TDC 3000 product range.

Significant Achievements:	<ul style="list-style-type: none"> - Maintained and exceeded on target sales figures. - Awarded a trip to Hong Kong for self and spouse for exceeding 120% of targeted sales figures for one out of the two years. This formed part of exceptional performance awards.
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06.1982 To 05.1984 :

Honeywell (Pty) Ltd

as

PROJECTS CO-ORDINATOR/TECHNICAL SUPPORT MANAGER

- Responsible for the approval and submittal of all quotations, subsequent order of hardware, material tracking and reporting of projects handled by three site managers on the Sasol II and III job sites. Projects included add – on to the TDC 2000 control system, and associated electrical and piping installations.
- Assisted all projects staff on site to trouble shoot and correct technical problems, this sometimes involved liaison with the factory and support specialists in USA.

Significant Achievements:	Responsible for the motivation and sale of the single largest TDC 3000 control systems order ever received by Honeywell In Southern Africa.
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07.1980 To 05.1982:

Honeywell (Pty) Ltd

as

Quality Assurance Manager

- Establish and maintain the quality standards and procedures associated with the installation and commissioning of the Honeywell
- TDC 2000 process control system (micro – processor based) on the Sasol III site in Secunda.
- Act as a technical resource in applications and TDC associated problems encountered during the construction phase.
- Control and distribute all installation material, test equipment, and TDC warranty material to 8 control rooms on site.
- Control the warranty account arranging for the repair of all hardware in Johannesburg and USA.
- Place and expedite all orders on the factory.

Significant Achievements:	<ul style="list-style-type: none"> - Achieved a much higher standard of quality and consistency than on Sasol II with a much lower return of failed hardware. - Established a revised TDC training course reducing the time taken to 4 weeks. - This course was in use in its same form from October 1980 until 1985.
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04.1980 To 06.1980:

Honeywell (Pty) Ltd

as

Site Manager

- Manage the efficient and timely installation and commissioning of the Sasol TDC 2000 systems in two of the control rooms in Secunda, arguably the largest single installation of TDC worldwide.
- Scope included managing technicians and wiring team to perform installation and commissioning in accordance with schedule and stringent quality requirements as set out by managing contractor Fluor.

03.1979 To 03.1980:

General Erection (Pty) Ltd - seconded to Honeywell (Pty) Ltd

As

Technician

- Install and Commission the Honeywell TDC 2000 Process Control System at the Sasol II Site in Secunda
- Was first contractor to be appointed as a lead technician whilst working as a contractor for the last three months before joining Honeywell on a permanent basis.

08.1974 To 02.1979:

South African Iron and Steel, Iscor Works, Pretoria

As

Learner Instrument Technician

The learner technician position was established for a select group of apprentice instrument mechanics to enable a higher and more specialised degree of technician to be trained at the Iscor works, Pretoria. The selection was dependent upon practical as well as theoretical achievement at college. During this time in addition to completing all of the basic requirements as instrument mechanics additional advanced courses and specialised on the job projects were completed.

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References

Mark Tapson	Regional Manager, Emerson South Africa (Pty) Ltd Mark.Tapson@Emerson.com
David Kraft	Process Systems & Solutions, Sales Director, Emerson MEA David.Kraft@Emerson.com
Richard Lepper	Global Project Pursuit Manager, Emerson MEA Richard.Lepper@Emerson.com