

Curriculum Vitae

Montasser Abou-Ouf

Date of birth: 2 January 1961

Languages spoken: Arabic (native), English (fluent), German (fluent)

Telephone: +971506679702 (Mobile)
+97126353004 (Landline)

E-mail address: mont30003@yahoo.com

Postal address: P.O. Box 62594, Abu Dhabi, UAE

I am seeking a Senior Management position with a growth oriented organization in Energy/Oil & Gas/Manufacturing/ Construction/ EPC sectors to deliver leadership excellence meet ever-changing business development goals and contribute to organizational success.

I offer the unique combination of operations-oriented leadership to ensure efficiency, people-oriented management to yield productivity and hands-on administration to maximize organizational effectiveness.

My 25 years of professional experience demonstrate a track record of successful execution of multi-million dollar projects in the Petrochemical, Oil & Gas, Utility and Infrastructure sectors, horizontal and vertical brands' expansion and extensive P&L responsibility for publicly traded Fortune 500 companies. As a General Manager for well known companies such as Siemens, ABB, Dresser Rand and Lurgi I have cemented senior level relationships and built strong links/ties with key influencers across the MENA region. Over the years I have been maintaining excellent sales & marketing strategies with documented success in capitalizing on growth opportunities. As a result, I have been instrumental in significantly increasing revenue while decreasing expenses through streamlining procedures and implementing cost-cutting measures. My key performance achievements are as follows:

- At Lurgi GMBH-MENA achieved first 4 engineering & licensing projects in UAE and Iraq. Established Lurgi regional sales office and short listed & qualified Lurgi as an EPC contractor in projects with value of USD 500 million. Nominated Lurgi's MTP technology within E-Chem/Egypt.
- At Dresser Rand, Middle East credited with achieving incremental sales of 35 % over the existing top line by adding 3 new segments to the business portfolio. Increased gross revenue from approximately USD 40 million to over USD 85 million in less than 24 months
- At Siemens AG secured over USD 90 million in projects (Ras Laffan common cooling water, AGD II Q-Chem. II, MEW) and increased market share within Oil, Gas & Petrochemical sector by 6% per annum

- At ABB Petroleum Technology Cairo, Egypt achieved first EPC LSTK project with OPC valued at USD 10 million. Increased market share in Egypt by 20% over a 4 year period. Achieved total gross revenue of USD 149 million over a period of 4 years
- At Geisum Oil Company secured multi-million dollars projects and achieved optimum operation & maintenance hours without accident record of GOSP onshore/offshore & FPSO super Tanker in accordance with HSE regulations & policies

PROFESSIONAL QUALITIES

- Dedicated, hardworking and results oriented professional committed to the highest work ethics
- Recognized for extensive knowledge on worldwide oil, gas & petrochemical markets, technologies, industries, projects, contractors, suppliers, and manufacturers
- A growth & turnaround architect capable of identifying strategic opportunities and enabling mission-critical actions.
- A leader who drives positive change, builds consensus and executes plans that improve revenue and profit
- Enthusiastic problem-solver with keen ability to rapidly assess diverse situational challenges, develop appropriate action plans and lead team towards success
- Accomplished senior manager with an ability to keep focus on Big Picture while attending to detail
- Receptive to new ideas, eager to learn and reflect on activities and actions, with good organizational and leadership skills
- Effective communicator who seeks positive resolution to problems through active listening and commitment to integrity
- Proactive by nature – like to take up challenging tasks and accomplishing them with sincere commitment
- Possess ethical compliance-based stance that nurtures respect and supports healthy growth and profit with a commitment towards building outstanding workplaces, and performance driven organizations
- Strong ability to collaborate with others; strong team player with enthusiasm and drive

EXECUTIVE MANAGEMENT AREAS OF EXPERTISE

- | | |
|------------------------------------|---|
| ▪ Strategic Planning | ▪ Techno-commercial Sales & Negotiations |
| ▪ Business Development | ▪ Sub-Contractor selection |
| ▪ Market Mapping & Penetration | ▪ Health, Safety & Environment Management |
| ▪ Market Intelligence | ▪ Resource Optimization |
| ▪ Project Management | ▪ Budget Development |
| ▪ Plant Erection & Commissioning | ▪ Performance Management |
| ▪ Planning, Proposal & Procurement | ▪ Human Resources Management |
| ▪ Project Estimation | ▪ Training & Development |
| ▪ Material & Manpower Management | ▪ Dynamic Leadership |
| ▪ P&L Management | |

EMPLOYMENT HISTORY

2009 – Present General Manager & Director of Sales
LURGI GMBH - MENA
Abu Dhabi, UAE

Responsibilities:

- In conjunction with the divisional leadership team work towards the creation of a successful EPC business with the lowest possible costs & minimum execution risks
- Develop a vision and communicate this across the business and externally to relevant stakeholders
- Lead and manage Lurgi's regional business according to the best practice to build a loyal and dedicated team motivated to deliver the company's long term success in the region
- Lead and oversee all relationship management issues with internal and external stakeholders
- Establish clear, achievable and challenging objectives for the region and monitor performance regularly to ensure their implementation
- Define and develop an appropriate organizational climate for Lurgi in MENA region
- Develop organizational structure optimized to support implementation of Lurgi's strategic objectives in MENA region
- Build in-depth relationships across all areas of the business community and stakeholders' groups to ensure high level awareness of Lurgi's brand name and capabilities
- Implement short and medium term strategic plans to position Lurgi as a leader in its area in MENA region
- Identify major commercial opportunities and position the business to bidding for and winning projects
- Establish productive relationships with new client as well as maintain and develop existing client relationships
- Ensure implementation and review of all objectives, strategies and action plans
- Prepare and manage annual budgets and operating plans
- Provide regular insightful and accurate reports to divisional heads on achievement against plan
- Develop mid and long term planning and strategy
- Build and strengthen strong ties with key clients as well as future clients and investors
- Oversee all areas of business risk and ensure strategies exist to mitigate these as much as possible

Key achievements:

- Won & implemented first 4 orders for Engineering and Licensing projects in UAE and Iraq
- Established Lurgi regional sales office in Abu Dhabi – UAE
- Registered, approved, qualified & short listed Lurgi with most of the major clients in MENA region
- Qualified Lurgi technically and commercially in Takreer Lube Oil Project among other 8 major EPC contractors (Project Value = USD 500 Million)
- Secured Lurgi's MTP technology to be nominated by E-Chem - Egypt

2006 – 2009**Middle East Regional General Manager
Dresser Rand
Abu Dhabi, UAE****Responsibilities:**

- Full strategic development of the sales process, from conception to execution, across entire region to establish Dresser Rand as a major turbo machinery service provider in the Middle East
- Entrusted with the entire P&L management for the Middle East region
- Developed and implemented marketing and sales strategies for the region to meet and/or exceed growth objectives.
- Managed the transfer of inventory, working capital, and fixed assets within the region as well as with other regions.
- Continually searched/developed ideas for product and service innovation to be incorporated into the Company's product/service offerings
- Maintained a strong partnership with customers by understanding and responding to their implicit and explicit needs. Ensured that supplied solutions meet customers' business needs
- Ensured technical proficiency appropriate to meet customer and market requirements as well as conduct regional operations with a focus on safety and quality of the service offered
- Ensured continuous process improvement within the region in order to maximize efficiency and responsiveness
- Conducted performance reviews according to schedule, providing fair and accurate assessment of employee performance, training needs, areas for improvement and possibility for future growth within the organization
- Managed staff of 15 people with prospective expansion to 35 people

Key achievements:

- Achieved incremental sales growth of 35 % over existing top line by adding 3 new segments to business portfolio
- Increased staff by 200% over 24 months
- Increased gross revenue from approximately USD 40 million to over USD 85 million in less than 24 months
- Created strategic alliance with ARAMCO

2003 – 2006**Middle East Regional Business Development Manager
Siemens AG
Abu Dhabi, Kuwait & Germany****Responsibilities:**

- Supported and implemented Sector Development Board Oil & Gas strategies to maximize Siemens cross selling activities using regional competence centers, headquarter and business units
- Responsible for drafting proposal, carrying out sales & business development activities for Siemens in Oil, Gas & Petrochemical sector for Middle East Customers
- Developed short & long term products / systems strategies/planning to penetrate new markets and win bids with more profits as well as budget coordination
- Identified new business, customers, partners & distributors that can use Siemens products and systems

Key achievements:

- Created Regional Business Center which integrated all of Siemens industrial solutions in one office, allowing Siemens to streamline turn key business solutions in the region and maintain leadership
- Secured over USD90 million in projects (Ras Laffan common cooling water, AGD II Q-Chem II, MEW)
- Generated incremental sales growth by 45 % achieved by compiling more of Siemens products and services portfolio in one solution
- Grew Siemens market share within Oil, Gas & Petrochemical sector by 6% per annum

1997 – 2003**Sales, Marketing & Business Development Manager
ABB Petroleum Technology
Cairo, Egypt****Responsibilities:**

- Responsible for sales, marketing & business development of small / medium size EPC LSTK projects
- Played a key role in drafting proposals, tendering and collaborating with procurement team to win EPC LSTK projects with secured profits
- Responsible for pre-qualification, bidding strategy, contract negotiation, developing claims and closing deals
- Developed strategies to enhance proposal hitting rates and improving projects EBIT & performances
- Established & developed the entire structure of a fully functional gas distribution network company covering Damietta government

Key achievements:

- Achieved 1st, EPC LSTK project with OPC of total USD10 million
- Increased Market share in Egypt by 20% over a 4 year period
- Increased profit margin by 25% over a 4 year period
- Achieved incremental sales growth of 35 % per annum
- Achieved total gross revenue USD149 million over a period of 4 years
- Achieved 1st, long term service agreement with Khalda Petroleum Co.
- Played a pivotal role in drafting proposal and closing a successful negotiation contract with Egyptian government to acquire gas distribution network concession from Damietta government with total capital of USD 80 million

1987 – 1997**Process, Operation & Maintenance Superintendent
Geisum Oil Company, Geisum Oil Field
Red Sea, Egypt****Responsibilities:**

- Managed and lead a team of 35 operation & maintenance engineers/technicians running Geisum oil fields
- Responsible for HSE implementation for Geisum oil field onshore & offshore
- Played a key role in staff administration, training & career development
- Responsible for production reports & shipments scheduling

- Responsible for plant operation and annual budgets(CAPEX, OPEX)
- Prepared schedules, plans & reports in line with preventive, predictive & trouble shooting maintenance program
- Stocks & spare parts management
- Issued all required permits, isolation & test certificates
- Supported production department to keep a steady state mode of operation with maximum safety & performances

Key achievements:

- Secured multi-million dollars Projects and achieved optimum Operation & maintenance hours without accident record of GOSP onshore/offshore & FPSO super Tanker in accordance with HSE regulations & policies
- Supervised major repair and overhaul of power generation stream line system
- Supervised construction of Geisum oil company new development project

1985 – 1987 Egyptian Army
Officer Engineer (conscription military service)
Egypt

Responsibilities:

- Responsible for operation & maintenance of pre-cost concrete factory
- Supervised construction of pre-fabricated building belong to Army
- Lead & supervised a team of 200 soldiers with multi-disciplinary functions and responsibility

Key achievement:

- Completed construction of 48 pre-fabricated building belonging to the Egyptian Army

EDUCATION, TRAINING AND PROFESSIONAL DEVELOPMENT

1984 B.Sc (Engineering)
Specialization: Mechanical Power Engineering
S.C. University, Egypt

Machinery and technical areas training

- Rotating & Static equipments such as compressors, turbines, pumps, motors
- Static Equipments such as pressure vessels, Heaters, Separators, valves, boilers
- Oil & Gas processing & operation
- HSE in oil & gas fields
- Gas turbine & Gas Compressors
- Water treatments & water injuction applications
- Oil fields production operations
- Gas Turbine major overhaul
- Process control & Automation
- Flow Controls & measurements

Management, Leadership and Marketing Professional Development Courses

- Consumer behavior & sales management
- Clear & effective communication and presentation skills.
- Marketing & business development strategies
- Quality of leadership
- Strategic leadership for organizational excellence
- Safety supervision in oil & gas industry
- Research and competitive intelligence gathering
- Contract negotiation and administration
- Organizational behavior
- Business ethics
- Introduction to project financing & economics
- Strategic planning

REFERENCES

Available upon request