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Personal Information

Name : Muhannad Soud Odeh
Nationality : Jordanian
Place of birth : Kuwait
Marital status : married
Date of Birth : 1976

Summary of qualifications 2007 American University of London U.K.
MBA - Marketing

1994/1999 Jordan University of Science and Technology
BSC. Of Mechanical Engineering

Professional experience

I- 2021 August – present

Atlas Copco Iraq

Country manager

Mission:

- Responsible for P& L and balance sheet of business
- Develop the business within defined business territory, with the objective of giving all products their best chance in the market.
- To achieve results as per the Atlas Copco objectives agreed with the regional General Manager, and the Compressor technique business area divisional business line managers.
- To explore all opportunities to grow the business, by offering turnkey solutions to the private and government sectors. Look after the pre-qualify and selection process for sub- contractors and engineering companies in the

given territory.

- Develop market share and increase consolidated profitability.
- Support the development of After sales market business (service & parts).
- Continuous development of the organization direct and indirect channels and company in to an excellent, modern, well-run and homogeneous entity to satisfy our customers.
- Create more focus on direct sales efficiency and development of distributor channels.
- Support the people growth in line with corporate values.

II – 2018 – July 2021

Atlas Copco Philippines

General Manager

Mission:

- Responsible for P& L and balance sheet of business
- Legal manager for Atlas Copco Philippines entity, taking the legal issues across Business areas.
- Develop the business within defined business territory, with the objective of giving all products their best chance in the market.
- Develop market share and increase consolidated profitability.
- Support the development of After sales market business (service & parts).
- Continuous development of the organization and company in to an excellent, modern, well-run and homogeneous entity to satisfy our customers.
- Create more focus on direct sales efficiency and development of distributor channels.
- Support the people growth in line with corporate values.

III- 2012 – 2018

Atlas Copco Services Middle East OMC/ UAE

Regional Business Line Manager

Company Profile:

Mission:

- To achieve results as per the objectives agreed with the divisional president, and VP business controller.
- To ensure the divisional profitability is maintained through effective price management.
- To develop the organization, sales channels, and market coverage in order to assure successful realization of the ambition to grow and monitor market share across the region.
- To support business growth & evaluate the performance of existing the regional distribution channels.
- To develop and implement marketing plans to extend company's market penetration and increase mark share.
- To introduce new products and giving each product its best chance in the market.
- To ensure all sales channels have sufficient sales skills Product knowledge, and marketing tools which required to achieve set targets.
- To develop and support a spirit of fun, open communication, fairness, and respect for the individual in all areas of operations.
- To make sure that the Business Code of Practice is understood and applied within the working environment.

IV- 2011- 2012

Atlas Industrial Equipment Co (Atlas Copco KSA)

Region Manager – Central Region

Mission:

- To achieve results as per the Atlas Copco objectives agreed with the regional General Manager, and the CT/PT divisional business line managers.
- To develop the business within the central region of Saudi Arabia, as per guidelines laid down by the divisions and

the Regional BLMs, with the objective of giving each product its best chance in the market.

- To develop strong support to “People Care”, i.e. training and competence development of all staff (direct and indirect) involved in the sales and services of all our products.
- To explore all opportunities to grow the business, by offering turnkey solutions to the private and government sectors. Look after the pre-qualify and selection process for sub- contractors and engineering companies in the given territory.
- To be responsible for P & L and income statement of The central region operation.
- To visit, and support customers in order to ensure that they will continue to buy and recommend Atlas Copco products.
- To focus on continuously developing and mentoring talented local staff, and enhancing gender diversity in the branch.

V - 2006 – 2011

Atlas Copco (ACSME) / Bahrain

Product Marketing Manager

Mission:

- To support the sales team of Saudi Arabia & Kuwait customer centers & distributors with day to day sales activities and provide required product knowledge, marketing/sale tools, through frequent training.
- To explore new business opportunities in different market segments and accordingly develop /organize focused marketing activities (customer days, direct mailings, Advertisements...) to attract new customers.
- To achieve an ambitious growth targets with high focus on market share.
- To organize and coordinate for regional forums, exhibitions, product / sales campaigns and customer days.
- Intensive traveling to Saudi Arabia and rest countries in the region in order to provide support sales channel
- To prepare required Sales Reports/feedback.

VI - 2003 – 2006 Atlas Copco / Saudi Arabia
Sales manager - western Region

Main responsibilities:

- To achieve the annual sales target of the western region for orders received & orders invoiced.
- To achieve target profit levels for the western region.
- To initialize the annual sales forecasts and amendments as Required.
- To train and supervise the sales team of western region.
- To identify and promote the key products within various customer segments.
- To identify and manage the key Customers.
- To support the service & after sales team in the achievement of Aftermarket targets for the Western region especially at the point of sales.

VII- 2002 – 2003 Atlas Copco / Saudi Arabia
After Market Sales Engineer (CT/ P T/ IT BAs)

Responsibility:

- To achieve the annual sales target for spare parts & service contract.
- To develop and maintain excellent customer relationships.
- To ensure a high level of service is provided to the customer by the service team.
- To organize and implement seasonal after-market promotions, campaigns and customer days.

VIII - 2000 – 2002 United motor Co / Saudi Arabia

Service engineer

Responsibilities:

- Identify customer complains as pre-diagnose.
- Update customer with the fin diagnose results and required remedy.
- Prepare repair commercial proposal.
- Quality check implemented services before delivery

VII - 1999 – 2000 Al MA'ADEN Trading Est. / Jordan

Sales Engineer

Responsibilities:

- To achieve the annual sales targets.
- To prepare a detailed system design along with heating calculation.
- To supervise the system installation.

Professional memberships

Membership in Jordan Engineering Association – Jordan (MJEA), since 2000.

Computer Skills

- MS office applications.

Languages

- Arabic: mother tongue
- English: Fluent