

# ANDREWS GEORGE

SALES AND MARKETING SPECIALIST – ELECTRICAL ENGINEER

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## WORK EXPERIENCE

- **Sales Manager** – Prime Electrical Manufacturing LLC  Dubai, UAE |

**APRIL 2020 – MARCH 2021**

Prime Electrical Manufacturing is an Integrated Energy Solutions provider, based in Dubai, UAE. As a Franchised partner for Schneider Electric, our solutions range from Low Voltage Switchgear, Protection and Control solutions as well as LVAC Panels and Package Sub stations.

### Primary Job Responsibilities:

- Managing the Sales team and ensuring that the business targets are met and exceeded.
- Formulating & implementing strategies for growth of business opportunities.
- Upcoming project scouting and managing the complete sales cycle starting with the tendering process until project closure, coordinating with consultants and end users throughout the process.
- Working with MEP Consultants for approvals on submittals.
- Tracking and following on accounting/payment related issues.
- Monitoring and coordinating production progress of related project plans/ execution/ installation/ commissioning of related LV panels.
- Liaise with principals on techno-commercial activities.

- **Sales specialist** – ABB GROUP  Abu Dhabi, UAE | Doha, Qatar

**FEB 2012 – FEB 2019**

ABB is a global leader in Power & Automation technologies that enable utility and industry customers to improve performance while lowering environmental impact. It operates with 120,000 employees in around 100 countries

### Professional Growth within the organization:

Appointed as Senior sales engineer in Doha, Qatar in February 2012 and was promoted to Sales Specialist and posted in Abu Dhabi from April 2016.

Last Job profile handled as Sales Specialist handling Sales and Marketing of LV Switchgear and Control gear in projects for the region of Abu Dhabi and Al Ain.

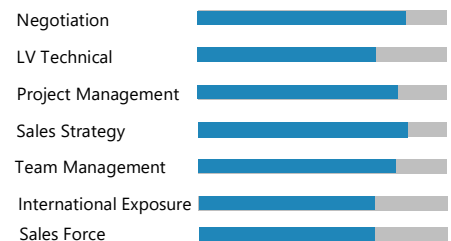
### Primary Job Responsibilities:

- Generating new customer leads and developing relations with consultants & end clients.
- Formulating & implementing strategies for growth of business opportunities.
- Devising & implementation of a sound business strategy with market segmentation (Industries, Infrastructure, Construction) Competitor mapping and maintaining an up to date market intelligence.
- Reviewing the progress of allotted budget to individual Channel Partner.
- Coordinating with consultants during design stage of project for specifying products in vendor list, assisting contractors in tender stage, spearheading team for negotiations with Contractors & discussing with Client representative for final approval.

## Profile Summary

Experienced and Successful Sales and Marketing Professional with over 15 years of experience in the Middle East with Low Voltage Switchgear Industry. Well connected with the MEP consultant and contractors in the middle east. Proven track record in achieving and surpassing targets. Excellent negotiation and business strategy acumen. Strong technical understanding of the Low Voltage industry.

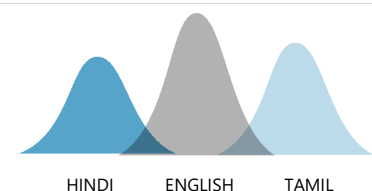
## PROFESSIONAL SKILLS



## EDUCATION

**BACHELORS DEGREE IN ELECTRICAL AND ELECTRONICS**  
**PONDICHERY UNIVERSITY**  
1995-1999

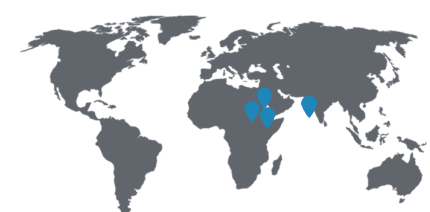
## LANGUAGES



## PERSONAL DETAILS

**Date of Birth:** 29th June 1978  
**Nationality:** Indian  
**Marital Status:** Married  
**Visa Status:** Employment Visa  
**Driving License:** Hold UAE, Oman, Qatar License

## INTERNATIONAL EXPERIENCE



- Conducting periodical seminars and prescription work for consultants, continual review meetings with sales team of each Channel partner regarding the project presence and competition.
- Giving surplus info on status of project, competitor info, consultant requirements to enable Channel partner approach to be strong.
- Assisting channel partners for approvals from Consultants & Utility thereby developing their business.
- Coordinating on project requirements with Contractor, Channel Partner and respective factories planning and mobilization of the required material for the project.
- Actively involved in supporting Channel Partner for discussions with Consultants on design changes after project award with respect to variations.
- Maintaining a strong association with Channel partners by arranging necessary soft trainings.
- Responsible to attain the targeted business volume & Gross profit level. Updating respective factories regarding competitor product profile and thereby helping them to update product profile with new components based on market requirements.

**Sales Manager** – Aikah Electrical Industry

♥ Dubai, UAE

**MARCH 2011 – JAN 2012**

**Aikah Electrical Industry specializes in the manufacture of a wide range of assembled LV switchgear and a franchise panel builder of M/s Schneider Electric in U.A.E**

**Lead the sales team covering UAE region to promote Schneider-Electric range of Low Voltage solutions and Variable Frequency Drives of Danfoss.**

#### **Primary Job Responsibilities:**

- Responsible to attain the targeted business volume and surpassing the gross margins for the region by assigning individual sales budgets within the team members.
- Managing the Sales team and ensuring that the business targets are met and exceeded.
- Upcoming project scouting and managing the complete sales cycle starting with the tendering process until project closure, coordinating with consultants and end users throughout the process.
- Working with MEP Consultants for approvals on submittals.
- Maintain strong team culture by necessary soft trainings & keeping team motivated.
- Updating Sales strategies at regular intervals based on the evolving market dynamics.
- Liaise with principals (Schneider-Electric & Danfoss) on techno-commercial activities.
- Tracking and following on accounting/payment related issues.
- Monitoring and coordinating production progress of related project plans/ execution/ installation/ commissioning of related LV panels.

#### **Prior Experiences**

Senior Sales & Marketing Engineer | Danway LLC, U.A.E | AUG 2007 – JAN 2011

Sales Engineer | AIKAH Electrical Industry, U.A.E | JUN 2004 – JUL 2007

Production Engineer | True Power Solutions, Pondicherry, India | JUN 2000 – DEC 2003



#### **KEY ACHIEVEMENTS**

##### **ABB Group**

- Instrumental in achieving 'ASHGHAL – Public Works Authority' approval for ABB brand panels by 2015 on the project Fish Market, Doha.
- Key achievements in Qatar include continuous assistance to Channel partners in winning major projects like Hamad Medical City, Hamad Port, Labor City and gaining approval from Qatar Foundation for supply of LV panels to projects on Education City.
- Successfully assisting Channel partners in winning mega projects in Abu Dhabi like Nuclear Power plant at Barakah, Reem Mall, Khalifa City Mall, Mayan, Family Hotel at Yas Island and increasing substantial market share in Abu Dhabi.

##### **DANWAY LLC**

- Successfully achieved highest ever order booking in one calendar year – Benchmark sales achieved at 4 million USD for Drives Division by 2008.
- Revamped the sales strategy to concentrate on Infrastructure projects thereby generating more revenue by winning major projects like Saad and Wathba WWTP, Al Sowah Island DCP and Dubai World Trade Centre DCP.

##### **AIKAH ELECTRICAL INDUSTRY**

- Instrumental in acquiring Franchisee Panel builder agreement with M/s Schneider Electric by bagging orders for major projects like Sheikh Zayed Maqam palace, Sheikh Fathima palace in Al Ain and Meraikhi precast Cement factory in Mussafah, Abu Dhabi.
- Achieved 20% growth in budget from 2004 to 2007 yearly.