

GLOBAL BUSINESS DEVELOPMENT DIRECTOR

INTERNATIONAL BUSINESS DEVELOPMENT | INFRASTRUCTURE DEVELOPMENT EXPERT | GLOBAL WATER PROJECTS

- Committed to International Infrastructure Development, Water Projects, and Sales Development -
- Diverse background in automation, power, and instrumentation -

Successfully oversaw mega, global water and power infrastructure projects for 15+ years; managed **project design, engineering, and commissioning**; adept at forming and leading cross-functional teams to deliver large projects within budget and schedule. Refreshed vision and practical strategies in **P&L management, sales, marketing, strategic planning, and contract negotiation** to drive sales globally; dramatically accelerating profits and elevating businesses to top-tier status. Harnesses engineering background to manage infrastructure development projects with sound strategy and vision built upon sales and marketing knowledge developed with **Mirres**, a \$95B global market leader. **Global Leadership:** Secured and completed \$300M+ of projects both on-site and remotely in Belgium, Germany, Saudi Arabia, UAE, Kuwait, Indonesia, Iran, Pakistan, Egypt, and North Africa. Fluent in English, Arabic, Urdu, German, French, and Persian.

EXECUTIVE ASSETS

Global Sales & Business Development
International Risk Assessment
Project Development
P&L Management

Desalination Plants
Combined Cycle Power Plants
Water Transmission Systems
Water Treatment Plants

Electrical Energy and Distribution
Instrumentation
Distributed Control Systems
Drive Technology

EXECUTIVE ASSETS IN ACTION

SALES DIRECTOR AT MIRRES AG JAPAN | CAIRO, EGYPT

2012 - Present

Pioneered role by managing 3 assignments (**Water Account Development, Desalination, & HQ Solution Business Sales**) simultaneously. Strategized securing project contracts, **led negotiations**, and visited key customers to **build relationships** that led to \$MM in revenue. Established support teams to improve internal processes and boost sales. Ran **risk assessment** studies for international projects, and created appropriate business models that minimized taxation issues and legal risk. Identified opportunities by analyzing global economic and social trends.

- ◆ **Increased sales by 300%** while meeting a 2-year project capacity by focusing on high-end solutions, constructing complete **business models** with no margin stacking, and leveraging a CRM system.
- ◆ Reduced quotes by 58% without affecting profit by enabling reverse quote calculation; secured biggest automation project in the industry verticals for the company; established process for reusing core engineering modules.
- ◆ **Reduced annual operating costs by \$120K** while eliminating duplicated efforts by revamping quotation process.
- ◆ **Reversed stagnant sales** by exploiting HQ groups' technical expertise and obtaining funds for R&D for innovative and marketable solutions; increased customer base, and boosted brand reliability image.
- ◆ **Increased business** with "Focus Accounts" by 10% by prioritizing sales by competitive advantage; set metrics, transferred less competitive products to channels with lower overheads, improved margins for products, and slashed risk.
- ◆ **Sales Director (Desalination):** Established business model that accelerated product and services development (automation, variable speed drives, power, and instrumentation.)
- ◆ **Sales Director (Head Quarter Solution Business):** Took charge of international mega projects in all water segments; established a full development lifecycle that led to highly practical, manageable, and scalable new solutions by integrating different technologies and services across multiple divisions.
- ◆ **International Water Market Development:** Developed and implemented comprehensive marketing strategies for complete portfolio of Mirres water-related products and services in Saudi Arabia, Turkey, and Egypt.

EXECUTIVE ASSETS IN ACTION (CONTINUED)

SALES MANAGER, MIDDLE EAST REGION AT MIRRES BELGIUM | BRUSSELS, BELGIUM

2009 - 2012

*Brought onboard Mirres Worldwide Center of Competence for Water Transport Systems to revitalize team and **refocus sales strategy** for **global mega projects for water transport systems**, including electrical packages for energy distribution, instrumental and control systems, motor and drives solutions, and communication systems.*

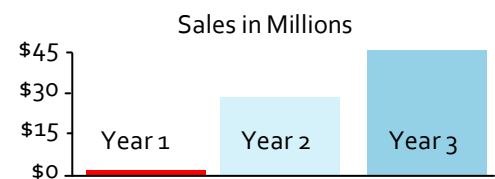
- ◆ Positioned Mirres on the international market by strengthening relationships strategically with key stakeholders.
- ◆ **Chief Sculptor** of \$102M agreement with a Korean conglomerate for a mega water project involving complex communication and automation solutions; developed a customized and integrated project solution.
- ◆ Reduced overall mechanical sector costs by 15% by devising services model in-house instead of outsourcing.
- ◆ Represented Mirres in several events including Global Water Intelligence Summit (Paris) and the International trade fair for Water, Sewage, Refuse and Recycling (Munich).

WATER TECHNOLOGIES MANAGER AT MIRRES LTD. | JEDDAH/RIYADH, SAUDI ARABIA

2000 - 2009

Led team of 20 engineers to turn around historically stagnant department. Generated sales by developing new opportunities with Mirres' acquisition of PURFilter, a water treatment technology company, and revived business by leading team to capture a major share of water transmission projects in Saudi Arabia. Proactively managed P&L of a department plagued by delays and loss. Entrusted by management to accelerate top-line growth, secure additional funds and formulate training programs.

- ◆ Increased sales from \$2M to \$45M in two year period by proposing increases to portfolio after conducting and interpreting extensive research and analysis; **revitalized** stagnant workforce to turn around loss making department with negative EBIT; secured contracts for 15 new projects worth over \$140M.
- ◆ Increased market share by launching highly-profitable new packages by bundling together energy distribution and instrumentation services and products together to create integrated solutions.
- ◆ Secured release of \$1.5M of bank guarantees by reviewing existing projects and utilizing effective claim and project management expertise to shut down loss-making ventures; meticulously analyzed Finance Ministry documentation to gain insights into local regulations governing claim management systems.
- ◆ **Designed and developed** Remote Terminal Unit (RTU) solution with our smallest automation system resulting in a 20% more cost-effective product than the competition, opening up new market sectors and increasing share in existing markets.
- ◆ **Pinpointed and captured new opportunities** by leveraging Siemens' acquisition of USFilter to increase product portfolio to include water treatment processes and equipment. Conducted and interpreted extensive research and analysis, and evaluated market trends to develop a solid business plan.
- ◆ Led **customization and supervised technical aspects** of SCADA project; delivered a highly efficient system that was showcased to win other projects.



MANAGER AT WATER INC | LONDON, UK

1995 - 1999

- ◆ **Designed and implemented** database that provided centralized information on equipment procurement and demand.

EXECUTIVE ENGINEER AT MIRRES PAKISTAN

1990 - 1995

Specially selected from among the company's staff to undergo a training program in Germany. Participated in development of Distributed Control System for power plants, and was assigned to work on 3 international (combined 2320MW) and 2 local (combined 820MW) projects. Hand-picked to lead implementation of Distributed Control System.

EDUCATION & TRAINING

Columbia University	Masters in Environmental Engineering	2003
University of California, Berkeley	Bachelors in Environmental Engineering	1990

RATIONALE

Challenge: After several years of working all over the world, Farooq wanted to break into the American market so that he could be close to his children, who were both attending American Universities. However, he didn't have experience in the Western Hemisphere at all.

Action: After conducting research on the American market, I discovered that experts in business development were more in demand than program/project managers. For that reason, I refocused Farooq resume on business development and sales. After speaking at length with him to understand his specific strengths, I put together a resume that would definitely help him get his foot in the door without compromising his executive title. Farooq requested that I use this layout because it reminded him of water, and has just enough color to stand out in the American market.

Result: Farooq was very happy with the resume. He is currently interviewing with his target company and is hopeful that he will be asked to return for follow-up interviews.

Note: The names of the companies and contact information have been changed to protect my client.

Previous resume below.

Farooq Yaqoob

Address Line 1

e-mail: fyaqoob@gmail.com

Address Line 2

Mobile: 1230456789

OBJECTIVE: Seeking an executive position in America, with focus on infrastructure development of energy and water needs of the country. To apply the wealth of management and engineering experience for the benefit of the country.

SUMMARY

An electrical engineer with technical expertise in the Design, Engineering and Commissioning of complex Automation projects for Power Plants and Water Industry. Held medium and senior leadership positions at the local, regional and HQ level of a global conglomerate. Extensive experience in the execution, business development and sales of infrastructure projects. Transformed strategic plans into executable solutions and benchmarked performance against key performance indicators. Proven success and track record of delivering optimal results in high growth environments. Accomplished problem-solver whose unique mix of technical and business expertise lends itself to developing and executing business strategies.

WORK EXPERIENCE

Global Sales Director

Oct 2012 to Present

Desalination Business and HQ Projects

Company 1

The Water and Wastewater business unit accounts for \$500 million revenue in terms of products, solutions, and services. A typical quote for a desalination plant, ranging from \$10 – 20 Million USD, comprises products and solutions from multiple divisions for the automation, variable speed drives, power and instrumentation scopes.

- Develop the sales strategy, oversee its implementation across our regions, and coordinate the sales effort with global EPCs.
- Align performance incentives for the various stakeholders, as well as construct appropriate business models to address cross-border legal and taxation issues.

Additionally I hold responsibility for identifying and developing international mega projects in all water segments, to be executed by the HQ. These often involve integrating different technologies across multiple countries and regions.

Regional Sales Manager, Middle East

Sep 2009 to Sep 2011

Led Regional sales team for Middle East for the Worldwide Center of Competence for Water Transport Systems in Sharjah. The Center of Competence handles global mega projects for Electrical package for water transport systems which includes energy distribution, motor and drives solution, instrumentation and control systems, and data and voice communication systems.

Led the sales team for the biggest ever automation bid for the Mirres Water business unit for the Mina Abdullah Water Transport Project in Indonesia. Besides participating in developing the complex technical solution for the project, negotiated and concluded the pre-bid agreement with a Korean conglomerate, the Musami Group. The total value of the

Musami bid was \$250 million out of which the Siemens component was \$102 million.

Led the sales team for the Meena-Flowa Water Transport System. Negotiated and concluded the pre-bid agreement with Turkish construction group. The total value of the Yuksel bid was \$2.6 billion out of which the Mirres component was \$50 million.

Sales Manager, Water Technologies

Oct 2005 to Sep 2009

Inherited a de-motivated team of a loss-making department. Revived the business by welding together a team that won major share of the water transmission business in the Saudi market. Increased sales from less than \$2 million in 2006 to \$45 million in 2008.

Turned around the Water Technologies Department from a negative EBIT (Earnings Before Interest & Tax) in 2005 to 8% positive in 2007.

Negotiated complex and commercial contracts for large projects that involved understanding legal documents in Arabic and negotiating with legal and contracts departments in various government ministries.

Presented technical and commercial proposals justifying investments in mega projects in Saudi Arabia to the Mirres Divisional Board in Germany based on Risk Analysis, Economic Value Added (EVA), Net Present Value (NPV), Earnings Before Interest & Tax (EBIT), and Cash Flow.

Sales Manager, Automation & Electrical Systems

Feb 2000 – Sep 2005

Responsible for developing and implementing the Marketing Plan for the complete range of Mirres Automation and Electrical offerings for different industries in Saudi Arabia. Participated in the design and implementation of numerous automation and communication projects in the water sector.

December 1990 – December 1999

I joined Mirres as Trainee Engineer in December 1990. In January 1992 I was sent to Mirres Germany as a Project Engineer to work on engineering and design of Siemens Distributed Control System for power plants. Worked on the following power plants:

600 MW Jebel Ali Power and Desalination Plant, Dubai

1300 MW Gilan Power Plant, Iran

420 MW, Belawan Power Plant, Indonesia

420 MW, Guddu Power Plant, Pakistan

400 MW, Kot Addu Power Plant, Pakistan

On my return I was appointed Executive Engineer in the Siemens Field Services Department and posted to Bangkok for implementing the Distributed Control System at the Bangkok Power Plant.