

# MUHAMMAD AL YASIR

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## Sales, Marketing & Business Development Professional

Greatly motivated and results-driven Sales, Marketing & Business Development professional with over 10 years of experience in Sales, Marketing & Business Development field for handling OCTG (Oil Countries Tubular Goods, ERW & Seamless), Line Pipes (ERW, LSAW and Seamless), and Industrial Valves for Oil & Gas and Construction Industries. Having an in-depth understanding of sales policies and procedures including functional processes from the level of customer RFQs to opening export letter of credits. Creative problem solver, with a keen attention to detail and quality. Independent worker with a high degree of initiative and motivation to serve client needs by focusing on customer satisfaction throughout all stages

With credentials as the Master of Business Administration and Bachelor of Science (Computer), seeking career enriching senior assignments to lead Sales & Marketing Team, taking sales & business development initiatives and enhancing sales process efficiencies and business value thereof.

**Career Objective:** To obtain consistent and long term employment with an esteemed organization by meeting challenging tasks and career growth opportunities.

### Employment History

#### ARABIAN PIPES COMPANY, SAUDI ARABIA (Saudi Joint Stock Co)

Presently as Sales Team Leader - Export Market (UAE, Oman, Kuwait, Pakistan) (Oct 2014 – Present)

#### Scope & Responsibility

- ▶ Sales, Marketing and Business Development of Line Pipes (ERW & LSAW), OCTG (ERW, BTC T&C), and Coated Pipes – FBE, 3LPE, 3LPP.
- ▶ Dealing with End Users/EPCCs, Traders and Stockiest for Project RFQs, Proposal Preparations, and Clarifications, Follow ups and negotiations, managing with all concerned departments including Quality, Production, SCM and Finance to close the contract flawlessly.
- ▶ Maintaining glowing relationships with existing customers and developing new clients.
- ▶ Directly reporting to the Vice President - Commercial.
- ▶ Handling the Arabian Pipes plant(s) approvals/registrations with the end users.
- ▶ Concerning participation in international exhibitions, dealing with the stand builders to visualize & finalize best stand designs for the company to having excellent marketing impact.
- ▶ Represented APC as Exhibitor and Company Representative in Major International Oil & Gas exhibitions in the region, including:
  - ADIPEC 2017 – Nov13~16, 2017
  - Basrah Oil & Gas Show – Dec 5~7, 2017
  - ADIPEC 2016 – NOV 7 ~ 9, 2016 (Abu Dhabi)
  - OGWA 2016 – MARCH 21~23, 2016 (Oman)
  - ADIPEC 2015 – NOV 9~12, 2015 (Abu Dhabi)
  - MEOS 2015 – MARCH 9~11, 2015 (Bahrain)

#### Achievements & Projects Handled:

- ▶ Got Pre-Qualified APC's ERW & LSAW Plants in ADCO - ADNOC Group, UAE for entire product range that enhanced export sales prospect in the short & long-run.
- ▶ Got vendor registrations with EPC Contractors including Hyundai E&C, Amec Foster Wheeler, Archirodon etc.
- ▶ Initiated APC's Pre-Qualification in QP and KOC (PQ in Progress).
- ▶ Finalized the content & design of APC's latest products catalog.
- ▶ Achieved Sales Objectives and targets related to export sales in line with business strategy.
- ▶ Project - Maaden/MWSPC – 16" ERW FBE COATED 32KM – 2017 (SECURED & COMPLETED)
- ▶ Project - PMP-6" Flowlines 7.1mm 4.058km – 2017 (SECURED & COMPLETED)
- ▶ Project - PDO-Aqeeq Field – 10" 4.8mm Sour 9.5km – 2016 (HANDLED/COMPLETED)
- ▶ Project - BOGS-Flowlines to Rima – 6" 4.8mm Sour 45km – 2016 (HANDLED/COMPLETED)
- ▶ Project - PDO-ODC Bulk Flowlines – 6" 4.8mm Sour 400km – 2015/2016 (HANDLED/COMPLETED)
- ▶ Project - EPPI-OR1540056 – 14" & 18" 3.2km – 2015 (HANDLED/COMPLETED)
- ▶ Project - BDR-ALMUL-KUW- 24" ~ 48" 2.5km – 2015 (HANDLED/COMPLETED)

- ▶ Project - PDO-ODC Bulk Flowlines – 6" Sour 3LPE Ext 50km – 2015 (HANDLED/COMPLETED)

**MAWAD SENDAN (SENDAN INTERNATIONAL), SAUDI ARABIA**  
**Major Account Manager-Sales & Marketing (KSA, Eastern & Central Region) (May 2013 ~ Oct 2014)**

**Scope & Responsibility**

- ▶ Sales, Marketing & Business Development of Tubular Products (Steel Pipes), Industrial Valves, Steel Rebar, electrical steel conduit, Shell aviation oil etc.
- ▶ Dealing with the construction industry and contracting companies to supply the available range of products to various projects in the Kingdom.
- ▶ Keeping close interaction with the market for new business opportunities, tender inquiries, market information, order negotiations, follow ups and closing deals.
- ▶ Handling company registrations with new clients and end users for better business opportunities.
- ▶ Making Project Tracking Reports
- ▶ Managing day to day business operations & project inquiries.

**Achievement:**

- ▶ Received Certificate of Appreciation for outstanding business development.

**GLOBAL ENERGY & INDUSTRIAL SOLUTIONS, SAUDI ARABIA**  
**Manager-Sales & Marketing (Eastern Region) (May 2012 ~ April 2013)**

**Scope & Responsibility**

- ▶ Sales, Marketing & Business Development of Industrial Valves (Korean), Water Soluble Purge Dam Material for Pipeline welding (Aquasol USA), Bloxide (USA) and Groasis Waterbox Technology (Netherlands).
- ▶ Dealing with the construction industry and contracting companies to supply the available range of products to various projects in the Kingdom.
- ▶ Dealing with Saudi Aramco's gardening department to promote Groasis Waterbox Technology to upsurge plantation in desert.
- ▶ Keeping close interaction with the market for new business opportunities, tender inquiries, market information, order negotiations, follow ups and closing deals.
- ▶ Managing day to day business operations & market inquiries.
- ▶ Ensuring highest level of consumer satisfaction by building and maintaining good relationship with potential customers.

**Achievement:**

- ▶ Saudi Aramco registration

**SUMITOMO CORPORATION (JAPANESE CO), ISLAMABAD OFFICE**  
**Asst. Manager-Sales & Marketing (Pakistan Oil & Gas Sector) (March 2006 ~ Feb 2012)**

**Scope & Responsibility**

- ▶ Sales, Marketing & Business Development of OCTG (Casing & Tubing) and Line Pipe (Seamless & Welded).
- ▶ Close interaction with the market for business opportunities, project inquiries, advanced project information.
- ▶ Keeping close contacts with head office Japan and Singapore for tender inquiries and proposal preparations & submission to clients, follow ups for techno-commercial clarifications, negotiations with clients and managing day to day business activities.
- ▶ Focusing on business expansions and new clients development.
- ▶ Liaise with head office Japan & Singapore to provide up to date market information and to make yearly SWAT Analysis to improve performance.
- ▶ Making quarterly business reports & yearly business budgets.
- ▶ Successfully completed OJT in Head Office, Japan (2008).
- ▶ Participated in South East Asia & South Asia OCTG Sales Conferences at regional Head Office, Sumitomo Corporation Asia Pte. Ltd., Singapore in 2007, 2008, 2009, 2010 and 2011.
- ▶ Mill Tour (Sumitomo Metal Industries, Japan) at Wakayama in 2008 to develop more in-depth visual awareness and having further know-how of the seamless pipe manufacturing process.

**Achievement:**

- ▶ Achieved sales business targets throughout 2006 ~ 2011.

**PRESTON UNIVERSITY, PAKISTAN (KOHAT CAMPUS)**  
**Lecturer – Management Sciences Department (Nov 2005 ~ March 2006)**

**Scope & Responsibility**

- ▶ Full Time Faculty Member

- ▶ Delivering lectures (BBA & MBA Classes)
- ▶ Arranging admission campaigns
- ▶ Subjects taught comprised of Sales, Marketing, Management and Finance & Accounting.

### Trainings & Certifications

- ▶ SOTECH Training – Arranged & attended Sumitomo OCTG Technical Seminars during 2006~2012
- ▶ Training & Certificate: Creating Synergy in the Workplace (Course arranged by Sumitomo, Japan)
- ▶ Training & Certificate: Negotiating for Business Success (Course arranged by Sumitomo, Japan)
- ▶ Training & Certificate: Essential Business Skills (Course arranged by Sumitomo, Japan)
- ▶ Training & Certificate: Learn to Speak Marketing (Course arranged by Sumitomo, Japan)
- ▶ Training & Certificate: Advanced Steel for Oil & Gas Pipelines (Course arranged by Arabian Pipes, Saudi Arabia)
- ▶ Training & Certificate: ISO 14001:2015 EMS Awareness Seminar (Chiltern TMC – BM Trada)
- ▶ Training & Certificate: ISO 9001:2015 Quality Management System Awareness
- ▶ Internal Auditor Training based on ISO 9001:2015 (Chiltern TMC – BM Trada)
- ▶ Training & Certificate: ISO 19011:2011, ISO 14001:2015 & OHSAS 18001:2007 (Chiltern TMC – BM Trada)
- ▶ Quality Certification (International Service Check)

### Education & Credentials

**Institute: Kohat University of Science & Technology (KUST)**

**Masters – MBA, Major in Finance - 2003 ~ 2005 (1st Division)**

**Achievement:** Remained in top 10 of the entire session and thus achieved free education scholarship in 3 semesters out of 4.

**Institute: GPG College Kohat (University of Peshawar)**

**B. Sc – Bachelor of Science, Major in Computer - 2000 ~ 2002 (1st Division)**

**Achievement:** Achieved 2nd position in college in 1st year of B.Sc.

**Institute: Islamia College Peshawar**

**F.Sc. – Faculty of Science (Pre-Engineering Subjects) - 1999 ~ 2000 (1st Division)**

**Achievement:** Member of Society of Young Writers

**Institute: G.H.S. No. 3, Kohat**

**SSC – Science - 1997 ~ 1998 (1st Division)**

**Achievement:** 2nd position holder in the entire secession of the school.

**Others:**

- ▶ Remained position holder through schooling from KG to SSC, and got 1st division throughout educational career.
- ▶ Writer of a book
- ▶ Other interests include reading, writing, traveling, jogging.

### Personal Information

- ▶ Current Residency: Riyadh, Saudi Arabia
- ▶ Driving License: KSA
- ▶ Religion: Islam
- ▶ Nationality: Pakistani
- ▶ Marital Status: Married/Father of two beautiful kids
- ▶ DOB: Aug 20, 1981
- ▶ Linguistic Abilities: English, Urdu, Pashto, Hindi, Hindco, Panjabi and learning Arabic