

Rana Atif Rehman

Business Development, Sales & Marketing Executive

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An industrial business development executive and mechanical engineer with over 15 years of experience in managing sales, marketing, business development at the regional & global level. Over the years, I have successfully identified opportunities for accelerated growth. I possess a customer-centric mindset with the ability to translate customer needs into a profitable business. Skilled in prospecting, qualifying leads, identifying decision makers, analysing needs, preparing proposals, customer demo & presentations, and executing follow-up. Respected for high standards, sound judgment, and successful leadership qualities. Currently, I am looking forward to applying my expertise and knowledge in a challenging environment.

CAREER PROFILE

- Strong leadership skills with the ability to supervise, lead, motivate, train and manage staff and team members
- Experienced in spearheading business development and sales with a focus on top line profitability with optimal utilization of resources
- Can work independently and collaboratively in demanding and fast-paced environments to complete all tasks and projects on-time and budget
- High-level presentation, interpersonal, written and verbal communication skills

CORE COMPETENCIES

- Sales & Business Development
- Strategic & Market Planning
- Key Account Management / Retention
- Contract / Price Negotiation
- Presentation & Training
- Staff Development & Motivation

PROFESSIONAL EXPERIENCE

Emerson FZE

Dubai, UAE | Dec. 2019 – Present

Predictive Analytics & Connected Services Business Development Manager (Middle East & Africa)

- Leading the sales & marketing of Emerson recently acquired KNet platform for machine learning & artificial intelligence across MEA along with the connected services offerings for machinery, valves, Corrosion & others.
- Provides strategic direction, sales leadership, and aids in Digital Transformation sales teams for positioning KNet platform & connected services across MEA.
- Gain access and garner influence with sponsors and power sponsors at assigned sales targets accounts / sites.
- Ensures a collaborative culture focused on the longer-term goals by harnessing the collaboration across the organization & Local Business Partners to make sure Team Emerson has the best representation possible when pursuing all strategic targets.
- Drives customer visits to Emerson Solution Center.
- Effectively differentiating the Emerson DX product and service offering.
- Work with FEED Contractors and End User to Include KNet specifications in the project by collaborating with GP3 pursuit team to create customer vision.
- Conduct workshops routinely as Emerson Subject Matter Expert for end user and FEED contractors for promoting KNet & connected services.

Plantweb Applications Business Development Manager (Middle East & Africa)

- Successfully improved the market position of Emerson’s Plantweb Application solutions in the Middle East and Africa (MEA).
- Developed marketing and sales tools to promote Plantweb Application solutions.
- Trained the internal sales force and Emerson’s local business partners in the region.
- Conducted webinars and writes articles for industry journals and other publications.
- Worked with sales to track and follow-up on leads.
- Delivered presentations at Emerson’s Industry-Shaping Series events.
- Executed campaigns with Integrated Marketing Team and Industry Sales Council.
- Conducted ROI calculations for applications.
- Provided pre-sales and post-sales support.
- Collaborated and identified opportunities with Asset Management and Energy Management teams.
- Successful in achieving YOY sales target for MEA.

Emerson Process Management

Al-Khobar, Saudi Arabia| Feb 2011 – Mar 2016

Regional Sales Manager Reliability Solutions

- Engaged in developing & growing the Reliability Solutions Vibration monitoring systems, Core Products & Wireless Portfolio, Education & associated Plant web services business within the MEA Western Region with/through the Emerson LBP sales channel & key growth initiative within the western region.
- Inducted 10 + new accounts and wireless-enabled solution selling.
- Responsible for retention & growth of existing account (Saudi Aramco). Three new sites competitor swap out completely.
- Built detailed understanding of customer’s business model and how Emerson products & solutions delivered added value to the customer.
- Identified customer total expenditure and assisted in increasing existing penetration.
- Drove all aspects of account growth including; strategy development, key account planning, opportunity identification, deal negotiations, and closures.
- Established and maintained a solid and trust-based relationship with senior decision-making leadership of the customer.
- Acted as a single customer interface throughout to drive positive customer satisfaction.
- Led and worked productively as part of high-performance teams with proven ability to create a competitive advantage with the customer.
- Through specialized knowledge, occupational experience, education, and research, guides non-subject matter expert decision makers to address issues and took appropriate action.
- Successful in growing YOY the Reliability Solutions business in Saudi Arabia & Bahrain.

IKAN Engineering Services Pvt. Ltd.,

Lahore, Pakistan| Aug 2009 – Jan 2011

Business Development Manager

- Worked as a senior business development executive for manufacturer & contractor of industrial static equipment and services i.e. pressure vessels, heat exchangers, columns, separators, boilers, steel structures, plant services, shutdown and retrofit jobs etc.
- Directed all business development, sales & marketing activities, including lead generation, pre- & post bid liaison with clients, account development/management, pricing/contract negotiation.
- Developed sales and expense budgets.
- Carried out pre-inquiry discussions with customer for in-depth study of the scope of work and technical specifications with project schedule.
- Reviewed tender documents for scope of work, technical specifications, terms and conditions and project delivery schedules.
- Increased sales from start-up to 500k USD in 10 months.
- Established pre-qualification activities with multinationals & local industries.

- Carried out technical and commercial proposal preparation including mechanical design as per ASME Sec VIII Div 1, API661, 32 standards by coordination with design, workshop, quality, safety and third part contractors and compliance statement for documents with tender.
- Developed marketing strategies to raise revenues.
- Directed, planned, and implemented policies and objectives of the organization in accordance with charter and board of directors.
- Responsible for material procurement with material test certificates as per standard EN 10204:2004,3.1
- Conferred with board members, organization officials, and staff members to establish policies and formulate plans.
- Reviewed financial statements and sales and activity reports ensuring that the organization's objectives are achieved.
- Directed and coordinated activities of businesses or departments concerned with the production, pricing, and sales.
- Reviewed financial statements, sales and activity reports, and other performance data to measure productivity and goal achievement and to determine areas needing cost reduction.

Descon Engineering Limited

Lahore, Pakistan | Mar 2008 – Aug 2009

Marketing Engineer-Process Equipment

- Assimilated business outlook globally, with specific reference to the region and prepare an overall strategy to win jobs.
- Ensured legal eligibility to conduct business in the specific region and pre-qualification/enlistment with all concerned entities.
- Designed and prepared essential calculations for the 11 nos. pressure vessels to be delivered.
- Gathered knowledge about competition and their strategic placement.
- Formulated networking strategy with prospective and existing customers that include owners, project management companies, consultants and EPC companies.
- Enhanced company image in all operating markets.
- Managed and updated engineering documents / drawings as per ASME SEC VIII Div 1 / 2 for U / U2 stamps.
- Prepared the technical and commercial proposal in coordination with design, workshop, quality, safety departments, and with third part contractors, in compliance statement for documents with tender.
- Established regular contacts with company clients and be geared to call on all levels of the customer's representatives to explore, negotiate and close business deals.
- Identified decision makers and understand the decision-making mechanism.
- Developed and maintained systems for accurate and current reporting of the marketing activities and prospective business of the company.
- Set goals and targets for a new business generation, and focus on "value of business won" as performance measuring criteria.
- Developed and led partnerships, strategic alliances and market relationship with companies whose capabilities are complementary.
- Managed, inspected, and tested the produced components.
- Ensured smooth integration of business development activities with proposals for a coherent and successful business acquisition effort.
- Created synergy leading to winning the new business division.
- Ensured effective coordination of all elements of the company by nurturing a culture for expeditious and timely actions.
- Undertook competitive analyses on all projects before recommendation for bidding on a project.

DDFC Pvt Limited
Business Development/Proposal Engineer

Lahore, Pakistan| Sep 2006 – Feb 2008

- Responsibilities included extensive prospecting for new business and account penetration and undertake immense contracts management, sales pressure, client feedbacks, project implementation, and QHSE guidelines.
- Accountable for four key general management functions: business development, customer satisfaction, delivery oversight, and operational excellence.
- Managed relationships with key clients on a day-to-day basis
- Developed proposals for new projects and identifying new areas of business. The exposure includes oil & gas, chemical, power, fertilizer, FMCG sectors etc.
- Grew annual revenues with a 15% increase in annual sales in 2007 and generated annual sales in excess of \$300K.

Western International Pvt Limited
Business Development/Proposal Engineer

Lahore, Pakistan| Jul 2002 – Jul 2004

- Worked towards database creation, data acquisition, and vibration data analysis of rotating equipment used in oil and gas, chemical, fertilizer, sugar industries.
- Carried out vibration analysis of major rotating equipment's like gas turbines, centrifugal compressors, centrifugal pumps reciprocating compressors.
- Responsible for sales, client support services and technical training of condition monitoring system of CSI, USA.
- Carried out practical technology application of vibration analysis; field balancing, laser alignment, ultrasonic and thermography.
- Hardware and software used
 - CSI Machinery health manager for vibration analysis.
 - Configuration, Database & Analysis Parameter Sets, Alarm & Fault Frequency Setup, Exception Analysis and Preparing Reports of CSI's RBM Ware.
 - CSI 2130 Data collector for vibration data acquisition.

EDUCATION

Newports Institute of Communications & Economics
Master of Business Administration (Specialization: Marketing)

Karachi, Pakistan| 2006-08

KTH, the Royal Institute of Technology
Master of Science Courses, Mechanical Engineering (Specialization: Sound & Vibration)

Stockholm, Sweden| 2004-06

University of Engineering and Technology
Bachelor of Science, Mechanical Engineering

Taxila, Pakistan| 1998-02

AWARDS

- Emerson MEA Performance Award for Innovation (Team Award-December 2018)
- Emerson Plantweb Adoption Award (December 2018)
- Emerson Top Sales Performance (October 2014)
- Sales Excellence Award by Emerson PSS Machinery Health Management USA (April 2013)
- Wireless Solution Sales Award by Emerson Arabia (October 2013)
- Sales Vision Team Award by Emerson PSS Division (October 2013)

SKILLS

- **Software & Tool:** Emerson Plantweb Platforms & Software's
- **Office tool:** MS Office
- **Language(s):** English (Professional), Urdu (Native), Arabic (Basic)

PROFESSIONAL CERTIFICATIONS

- AGLI Training
- SPI Training
- Vibration Analysis Level II Emerson Certified
- Advance Vibration Analysis
- Foundations of Emerson Business
- Ultimate Street Fighter
- Oil & Gas White Belt
- Contract Documents, PEC Certified
- Introduction to Boilers, DDFC Certified
- Contracts Documents, Descon Certified
- Pressure Vessels ASME Design, Descon Certified

MEMBERSHIPS

- Pakistan Engineering Council (Registration # MECH / 17099-Professional Mechanical Engineer)
- Saudi Council of Engineers (Registration # 76567-Mechanical Engineer)

ADDITIONAL INFORMATION

- Hobbies: Reading, Cricket, Family time
- Date of Birth: January 21, 1980
- Nationality: Pakistan
- Marital Status: Married

REFERENCES

- Available upon request