

ADEL M. AL-ASSAR

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OBJECTIVE:

Seeking a position as sales & marketing Engineer / Manager, Technical Sales Engineer, Business Development Manager with a leading organization where my technical / commercial knowledge and work experience can be utilized.

PROFILE:

- Self-motivated Sales and Marketing Engineer with 26+ years of proven experience.
- Technically oriented, able to grasp new technologies quickly and market many engineering products.
- Able to generate new leads.
- Member in NFPA.
- Attended seminars on H₂S safety, fire fighting pumps and large capacity modular bolted steel tanks.
- Participated in many international trade shows in the Gulf Region .
- Good knowledge of MS Word, Excel, Photoshop and Internet.
- Fluent in Arabic and English.

PERSONAL:

- Nationality: Palestinian, Holding a valid U.A.E driving license.

EXPERIENCE:

SKYSPAN BUILDING MATERIALS, Abu Dhabi - U.A.E.

Sales & Marketing Manager (2006 – Present)

- Handled completely the tank account: sales, supply, installation, maintenance, repairing any leakage, solving any technical issues, negotiating payment terms, placing the order with principals, preparing L/C documentation with bank till the final stages of handing over the project to the client .
- Has sold hundreds of Australian made steel liner tanks capacity range: 20,000 I.G – 150,000 I.G and supervised/ give support to the installation team.
- Developed the tank business not only in the assigned territory (U.A.E) but also in neighboring Gulf Countries like Qatar ,Oman and Saudi Arabia.
- Succeeded to secure an order worth Dhs. 3 Million for supply & installation of 15 tanks each 250 m³ for a new dairy farm project in Qatar.
- Have attended popular trade shows in the region to introduce /develop the tanks such as the Big 5 Show in Dubai, World Future Energy Summit in Abu Dhabi and Projects Qatar in Doha.
- Managed a team of 6 persons to install, maintain building related products plumbing and electromechanical works.

- Have worked /executed projects successfully and built strong relations with major clients in U.A.E like **Archirodon Construction, Quick Mix Beton, Ghanem Holdings, Oil Companies, CCC, GAMCO, CEBARCO, Saif Bin Darwish, Shk Moh'd Bin Khalid Office, AL Bustan Farms, AL Ain Dairy Farms, Shk Masour Bin Zayed Private Office, AL Ain University** etc.
- Managed the sales, design and supervised the installation and the maintenance operations for Centrifugal pumps, domestic water pumps and Electric & Diesel fire pumps including wet riser system/ fire fighting system for multi-story buildings with all fire equipment.

SPECIALIZED ARCHITECTURAL SYSTEMS, Abu Dhabi - U.A.E.
Marketing / Operation Manager (1995 – 2005)

- Sold successfully large capacity modular water tanks, raised access flooring, tension structure membrane and electrically operated roller shutter doors, steel folding doors and sliding doors by Kaba Door Systems, UK.
- Supervised the installation and the maintenance operations related to all above products.
- Secured and handled a project worth Dhs.8 Millions for the supply and installation of 50 nos. large capacity water tanks for **AL Ain Municipality**. The duties covered all stages of the project from placing the order with the Manufacturer, mobilization, execution of work and handing over the project to the client.
- Made many quotations, and prepared enquiries list for easy follow-up, prepared submittal and comparative analysis between project technical specs and product proposed .
- Prepared and filled Pre-qualification questionnaires with all supporting documents to register with **oil and gas** companies such as **ADNOC, ADCO, ZADCO, ADMA-OPCO, NPCC** and others.
- Developed and wrote technical specification for products, clearly expressing product capabilities and defining the advantages of these products.
- Managed the entire sales and marketing cycle from visits to clients, lead generation, negotiations and placing the order with overseas suppliers to delivery of product to site and follow - up of payment.
- Searched for new suppliers in the Internet and managed to obtain and locate many international sources for new products.
- Worked closely with many overseas suppliers, particularly company's principals and maintained constant and good relations with them.
- Prepared editorials and advertisements to be published in local magazines and newspapers to promote products.
- Attended and participated in local and international trade exhibition.
- Achieved Dhs.10 millions in sales per year exceeding goals by Dhs.350,000. This covers projects for the supply and installation of large capacity water tanks, raised access flooring and roller shutter doors supplied to the following clients/projects: **NPCC, ADNOC - Ruwais, ADNOC For Distribution, HSBC Dubai, Deira City Centre Dubai, Private Dept Of Sheikh Zayed, Conference Palace Hotel** etc

- Have supplied /supervised the site installation and commissioning of epoxy coated and glass lined Columbian bolted steel water tanks.

SIGMA ENTERPRISES, Abu Dhabi - U.A.E.

Senior Sales Engineer (1994 – 1995)

- Promoted wide range of **Worthington Simpson** Pumps and **Gardner Denver** Air Compressors.
- Developed good knowledge and experience in pump theory and selection of pumps including recommended motor rating.
- Involved in the field of assembly and service of chilled water pumps, fire pumps, water transfer pumps, booster pumps and DHWS pumps.
- Developed good contacts and strong relations with Air Conditioning Contractors, Electro Mechanical Contractors, oil Companies and Fire fighting companies .

DELMON OILFIELD SUPPLIES & SERVICES, Abu Dhabi - U.A.E.

Sales & Marketing Engineer- Oil & Gas (1990 – 1994)

- Promoted and marketed wide range of products such as process pumps, heat exchangers, chemicals, fire and safety equipment (Ansul Fire extinguishers, SCBA, fixed and portable H₂S monitors, combustible gas monitors, Foam, Halon1301 etc .
- Developed a good background about air loop systems for on/off shore rigs, H₂S & HC detection equipment.
- Dealt with most oil companies and established good contacts with all departments
- Sold/supplied spare parts for process pumps (**Pompe Gabbioneta**) for **ADNOC** at Umm AL Nar and Ruwais refineries.

CONCORDE TRADING COMPANY, Abu Dhabi - U.A.E.

Sales & Service Engineer (1987 – 1990)

- Promoted wide range of fire and safety equipment such as fire extinguishers, fire pumps, SCBA, fixed and portable H₂S monitors, combustible gas monitors, foam and Halon 1301 etc.
- Designed and supervised the installation and commissioning of many fire fighting systems for high rise buildings including fire pumps sets from two major brands:**Worthington Simpson Ltd**, UK. and **Kosan Pumps**, Denmark, piping systems and all other accessories.
- Involved in maintenance and repair of fire fighting pump sets and fire extinguishers

EDUCATION:

B.Sc Mechanical Engineering

Assuit University, Egypt

English Language Course

Richard Language College, Bournemouth, U.K

TRAINING:

-Advanced Pump Training at **Worthington Simpson Ltd.**, Newark, UK.

- Course on pump theory and applications.
- Assembly of all types of pumps like: horizontal split casing pumps, jockey pumps and suction pumps at workshop factory.
- Selection and installation of fire pumps and troubleshooting of pumps.
- Field visits, training on pumps repair, service and commissioning.

-Training at **Maritime Industrial Services**, Dubai.

Detection equipment, air loop systems, H2S safety and fire fighting.

-Modular Bolted Steel Tanks at **Pioneer Water Tanks**, Australia.

Large capacity zincalume bolted steel tanks, technical design calculations, fabrication, site installation, safety procedures/precautions, commissioning and testing.

REFERENCES:

References can be furnished on request.