

**SHAIK MOHAMMED ZUBERUDDIN**  
**( SALES & MARKETING MANAGER - MECHANICAL ENGINEER )**  
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## **SUMMARY**

Experienced Sales & Marketing Manager with a demonstrated history of working in Manufacturing industry. Skilled in Management & Strategic Negotiations, Strong marketing professional with a B.TECH focused in Mechanical Engineering and having extensive experience and engagement in the GCC market.

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## **WORK EXPERIENCE**

### **Amiantit, Bahrain**

#### **Regional Sales Manager: Export Department**

**Nov 2017 – till date.**

**Reporting To:** Sales & Marketing Director

**Handling Affiliates:** SADIP, AFIL, AMIPOX, BONDSTRAND, AMICON, ARIL & ISECC

**Products:** GRP/GRV Pipes & Fittings, GRE/RTR Pipes & Fittings, Fiber Glass Manholes & Tanks, Ductile Iron Pipes & Fittings, RC Standard & Jacking Pipes, Pipe Design & Installation

- Responsible as Sales & Marketing Manager for Amiantit Group, which offers wide variety of piping products under its seven affiliates.
  - Managing Amiantit Export Sales Team, Agents and Branch offices.
  - Managing and developing key customer accounts in GCC & Europe,
  - Conducting regular sales visits to potential clients and providing commercial and technical support for piping related issues.
  - Developed and implemented thorough sales techniques to suit each market segment while observing franchise strategies and standards
  - A proven track-record of achieving and/or exceeding sales targets
  - Managed the sales of two major projects namely Al Dur (the largest power plant project in Bahrain) and Hamriyah (the largest desalination plant in UAE) valued at USD 50 million.
  - Infused a culture of result-oriented practices and efficiency among colleagues and team members with whom I had the pleasure of working with
  - I directed and participated in major international exhibitions, events, & seminars.
  - Identified, negotiated, and won engineering, consultancy & installation contracts with international EPCs like SEPCO, Samsung, Hyundai, Fluor, Técnicas Reunidas, Technip, Abengoa, & many others
  - Extensive knowledge of sales and marketing strategies.
  - Possess in-detail Technical knowledge of GRP /GRE that enable me to probe into project specifications.
  - Ability to analyze technical issues and propose suitable solutions.
  - Ability to aim fully interacts with client and to discuss technical issues related to pipes in general and to GRP/GRE specifically.
  - Ability to use sound judgment in decision-making.
  - Ability to Design and implement the sales plans and to identify up selling possibilities to meet the planned / target sales.
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- I have extensive Knowledge of product from design stage to installation stage
- Having Technical knowledge in production methods and operational matters in a manufactures environment.

## **KEY ACHIEVEMENTS**

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- Increased the market share from 20% to 40% in two years
- Compiled, negotiated, and won international EPC bids in excess of USD 30 million
- Exceeded all sales targets in Kuwait and UAE contexts
- Enhanced collection by 85% over a span of 18 months
- I sought and attained vendor list approvals and accreditations from ministries, governmental/semi-governmental and private organizations of UAE, Bahrain & Oman including ADSSC,ADWEA,ADDC, ADM,DEWA ,DM,SEWA,MODON, Haya & Duqm, MOW & EWA in Oman
- Re-introduced the company to the GCC market and reopened the UAE market with a major contract with ADDC,ADWEA,DM & SEWA
- Launched & managed two new products (namely GRP Jacking pipe systems & DI valves)

### **Future Pipe Industries, Dammam (KSA)**

**2013 - Sep 2017.**

#### **Sales & Marketing Manager**

**Reporting To:** Sales & Marketing Director - GCC

**Products:** GRP/GRE/GRV Pipes & Fittings

- Working towards achieving set sales targets
- Managing and developing key customer accounts in Eastern Province of KSA & Bahrain
- Providing sales and technical support to clients.
- Conducting regular sales visits to potential clients aiming to generate inquiries
- Providing technical training both on site and in a class room setting to clients on GRP/GRE related issues
- Assisting in conventional trouble shooting at customers' sites when required
- Coordinating and liaising between sales and production departments to assist in generating technically accurate commercial quotations as per the required specifications and shop drawings.
- Studying all tender documents and compiling proper bid prices
- Creating and maintaining a complete customer database within a well-established Document control system
- Training sales staff members aiming to enhance their product technical knowledge
- Managed and participated in two road shows across KSA and was able to reach 2400 key people in the industry (engineers, contractors, consultants, decision makers in key government agencies). This was conducted in medium-size sessions having 60 attendees each

#### **Key Achievements**

Introduced FPI to Bahrain market with major contracts on MOW projects,

- Compiled, negotiated, and won one of the largest housing project of MOW Bahrain with value more than USD 25 million
- Negotiated and won many major projects with Jizan refinery, Royal commission & Sabic in excess of more than USD 90 Million

### **Hedley Industrial Group, Abu Dhabi (UAE)**

**July/2011 - March/2013**

#### **Sales-Engineer**

**Reporting To:** Country Manager of Sales & Marketing

**Products:**

- RC Pipes & Jacking Pipes, Manholes & Chambers
  - GRP/GRV/GRE Pipes & Fittings Manhole Liner, Shaft, Benching & Cover Slab
  - uPVC/ABS Pipes & relevant Fittings
  - HDPE Pipes & T-Grip Liner sheets
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## **Key Achievements**

- Played a key role in cracking one of the biggest project for Hedley Industrial Group ( Abu Dhabi Airport Project )
- Increase Hedley Sales by 40% to 85%
- Handling of all the major clients in UAE for Hedley Co.

**Hedley Industrial Group, Abu Dhabi (UAE)**

**Feb/2010 -June/2011**

### **Production-Engineer**

**Reporting To:** GM - Operations

**Products:** GRP/GRV/GRE Pipes & Fittings

- Monitoring, Controlling & utilizing the GRP/GRE production team in order to achieve production targets
  - Organizing the daily work flow at the shop floor
  - Routing, Scheduling & Monitoring of different production tasks
  - Assigning and adjusting work load to machine operators aiming to achieve daily production quotas
  - Supervise & lead production shifts, in close coordinating with the operations department while catering for the logistical requirements and limitations
  - Controlling the production Process.
  - Monitoring of hourly production Vs hourly production plan.
  - Coordinating with the QC department in order to insure compliance with the QC requirements in line with the set plan
  - Production Waste Controlling
  - Cost planning through the Calculation of production and material costs
  - Preparing and effectively implementing action plans to improve overall staff and equipment utilization
  - Preparing Daily material consumption, Production, & performance analysis reports.
  - Timely reporting to production manager about the execution of production plans through accurate record maintaining
  - Providing field Support to testing and for quality assurance teams on sites while performing deflection tests on GRP pipes
  - Co-ordinating with Maintenance department in order to avoid intemperance of scheduled maintenance with commissioned production
  - Co-ordinating with other departments ( Procurement , Accounts, Store, Quality Assurance, Operations , Research & Development, Maintenance, Human Resource Management, Administration and Health & Safety )
  - Solving production related Technical problems and Trouble Shooting production lines
  - Production material Inventory Management.
  - Controlling safety related issues both on the production lines and in the storage yard in line with the HSC plan
  - Conducting training programs for Production Staff
  - Review production issues and recommend corrective actions
  - Preparing of Maintenance plan for all the machines
  - Managing 150 members of production team
  - Ability of manage the people and to lead production shifts.
  - Effective management and supervision of Money, Manpower, Machines, Material in order to meet deadlines.
  - Familiar with relevant international standards and pipe components and structures according to (ASTM, BS EN & ISO) for GRP pipes.
  - Knowledge of Inventory Management System and Control.
  - Ability to troubleshoot production line problems and give guidelines in this respect.
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- Knowledge of Quality Issues
- Ability to Control the production wastage.
- Ability to Forecast and plan production shifts and needed resources.
- Reduce the product rejection from 4% to 2%
- Manufacturing of GRE Pipe on CFW machine

**Kiran Plastics Co, Hyderabad (INDIA)**

**Production-Supervisor**

**June/2008 -Jan/2010**

**Reporting To:** Plant Manager

**Products:** Plastic Made products (Cups, Buckets, Tubs, Plastic bottles & etc...)

## **SOFTWARE SKILLS & CERTIFIED COURSES**

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- PDS ( Plant Design System ), AutoCAD, CNC & Microsoft Office

## **HARDWARE SKILLS**

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- Engineering Tools: Lathe Machine, Drill Machine, Grinding Machine, Cutting Machine, Injection Moulding Machine, Spot Welding Machine

## **EDUCATION**

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2005- 2009	JNTU, B-Tech, Mechanical Engineering
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## **PERSONAL DETAILS**

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Father's Name	Late.Shaik Mohammed Nazeeruddin
Date of Birth	20-08-1988
Sex	Male
Marital Status	Married
Nationality	Indian
Passport Number	Z5428275
Driver's License	KSA, Bahrain & India
Languages	English, Urdu

**I hereby declared that all the details furnished above are true to the best of my knowledge and belief.**

Thanking You  
Shaik Mohammed Zuberuddin

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