



Amit Khakhar

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Honors and Awards

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| 1. Customer Focus Award (<i>Emerson, UAE</i>) | 2017 |
| 2. Best Performance in Marketing (<i>Schneider Electric, UAE</i>) | 2007 |
| 3. Best Sales Manager amongst the Gulf countries (<i>Schneider Electric, UAE</i>) | 2003 |

Work Experience

 **Emerson, Appleton Group (UAE)**
Business Development Manager, MEA

Jan 2011– March 2023

Highlights:

- Pitching for **safety & reliability** helped promote new products like PlexPower distribution boards & LED lighting solutions to Oil & Gas end users **across the MEA region**. Delivered more than US \$ 7M+
- Kuwait- Al Zour refinery and Clean fuel projects, \$ 15M project win: **Defined local strategy, networked** at all levels with **end user's sites**, coordinated with internal Global project team and the factory. Full range of Appleton group products supplied. Projects were successfully executed as **all terms and conditions of orders were agreed in advance** with **necessary trade compliance**
- **Kuwait- "Wafra Joint Operation"** supported for designing the "upgradation of site lighting phase 1". Tender will be out by Mid-2024, potential \$ 350K
- Working closely with end users & consultants during **the FEED stage**, delivering technical presentations, doing **the prescription work** & helping to **optimize the design**. This helped win key projects with **the best possible price**. The most recent success is CO2 **QatarEnergy project** order value \$ 500K
- **Qatar- North Oil Company (NOC) & McDermott Al Ruya** development FEED project- The **offshore project**, worked closely during the design stage and provided a lighting solution to meet **their unique goal** of **"How to avoid disturbance to marine mammals"**. This is \$ XM opportunity
- Engage with EPCs for compliance & technical clarification during execution of projects
- Serving as an interface between product marketing and end users in the recent development of digital LED lights, an **IoT solution**. **Defined parameters and messages for a marketing campaign**
- Worked closely with Chloride brand UPS in UAE to promote new Exd enclosure solution for **ADNOC** projects, helped to get a **regular business** of US \$ 1M per year
- Successfully developed a new territory- Africa Region especially in Nigeria. Contributed significantly to increasing business in Nigeria from US \$ 100K/year to US \$ 300K/year by engaging with the end users Shell, Total & NNPC
- Recently assigned a new territory Iraq; generated an immediate business of US \$ 200K by winning the **Exe Junction box order** after doing proper groundwork related to competition

Key Result Areas:

- Creating a Push-Pull effect i.e. creating demand for products by **educating end users and pushing distributors to grab opportunities**. Developed new territories and partners. Establishing C-level contacts
- **Analyze the market price level** & update to the product marketing for launching new products
- **Market intelligence**- Providing regular details to the product marketing team for the trend, competition & customers' expectations
- Developed **frame agreements** for MRO business with end users



Growth Path / Deputations:

- Aug'98 – Dec'05: Sales Manager, Abu Dhabi & Northern Emirates
- Jan'06 – Oct'09: Senior Marketing Manager
- Nov'09 – Dec'10: Head of Marketing Department – Gulf Countries

Highlights:

- Closed the project “Burjuman Mall Expansion” with an order value of US \$ 4.9 M for LV & MV switchgear
- Prepared a case study in 2003 for “Busbar risers” market potential in Dubai & convinced the factory to **develop new product**. Attained approval from electrical utility DEWA & established a major business for Busbar risers which generated a new business of US \$10M/year
- Successfully launched a wide range of products such as: Motor Management Relay, VFDs & Auxiliary Relay, **leading to a 15% growth & 4% profitability for control products**

Key Result Areas:

- Managed the channel management department by developing **a strategy for panel builders, distributors, OEMs, system integrators & EPCs**
- Initiated **localization & kit form of different enclosures'** system to be competitive & improved margin significantly
- **Collaborated** with Sales team to **define pricing strategies** and **discount matrix** based on different customers/segments, competition and developed a quotation tool for special price approval
- Introduced concept of “Price promotion vs. Volume” for the retail market first time ever in the Middle East for partners helped **saturation the market** by covering **sub-distributors**, leading to 20% growth in revenue
- Supervised power & industrial products as Product Manager, made growth plans through intensive market surveys, worked on basic 4Ps, elaborated customer base, coordinated with team & expanded sales



SESCO, Managed by GE-USA (KSA)
SESCO Sales Engineer

September 1993 – July 1998

Highlights:

- Travelled to Greece to negotiate with CCC and successfully generated a US \$ 5M business for MV & LV distribution boards, Crouse-Hinds airport lightings & conduit/cable tray accessories. Project was executed with **full customer's satisfaction which helped to establish preferred supplier relationship**
- Secured \$0.5M order from SCECO (Utility company) for Raychem cable termination kits
- Secured the 1st order of US \$ 4M for GE Motors for Aramco Ras Tanura Refinery



ATCO (KSA)
Sales and Estimation Engineer, East and West Panel Factory

July 1991 – June 1993

Highlights:

- Gained experience in **estimation, design, production & execution** of switchgear assembly. Follow up on payments as per agreed terms, managed inventory & maintain relationship with suppliers
- Part of shopfloor team to monitor efficiency of the team to meet the production deadline

Professional Experience in: Mentoring new leaders, Business Management, Sales/ Marketing, Channel Management, trainings, Distribution Management, Public Relations, Brand Management, networking, Market Intelligence