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Honors and Awards

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

Work Experience



Emerson, Appleton Group (UAE)

Jan 2011- March 2023

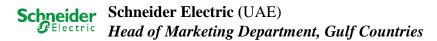
EMERSON Business Development Manager, MEA

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 **saturating 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)

July 1991 – June 1993

Sales and Estimation Engineer, East and West Panel Factory

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