

Ahmad S. Ballout

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PROFESSIONAL PROFILE

A results driven professional with 10 years experience and proven track record in sales of power systems. Have excellent communication and Leadership skills to insure effectively and efficiently of tasks within the constraints of budget and time. Have the power to drive sales growth by developing well trained sales team, improving processes, and implementing customer experience culture thus leading to the increase of customer loyalty which ensures rapid business improvement in all aspects.

Areas of Expertise

- Sales Management
- Ability to attain targets
- Planning and Organizing
- P&L Monitoring and Controlling
- Ability to work under pressure
- Project Management
- Ability to create Subordinates
- Team Training and Mentoring
- Process Improvement
- Customer Experience Implementation

EXPERIENCE

Franchise Sales Manager, Power System Division, Central Region

Mar. 2016 – Present

Zahid Tractor & Heavy Machinery, Riyadh, KSA

- Actively managed regional power generator sales initiatives.
- Consistently met high expectations of company's senior management, including aggressive annual volume, sales, and profit targets.
- Managed department costs and expenditures, ensuring high return on investment for all outlays.

Regional Customer Experience Manager, Central Region

Jan. 2015 – Feb. 2016

Zahid Tractor & Heavy Machinery, Riyadh, KSA

- Implemented Customer Experience (CX) Strategy, ensuring optimum employee engagement and awareness of CX initiatives, helping build a new customer-centric culture within the company. Increased Net Loyalty score from eight percent in 2015 to 56 percent in 2016.
- Managed deployment and monitoring of CX across the region, including regular updates on CX performance, initiatives, and projects.
- Supervised regional projects to develop customer-friendly processes that enhanced CX, improving loyalty and satisfaction scores. Efforts included active monitoring of regional surveys across customer touch points to capture accurate and up-to-date metrics on elements of CX impacts.
- Led regional recovery process to remedy any customer issues or complaints in an accurate and timely manner.

Black Belt Six Sigma, Central Region

Sept. 2013 – Dec. 2014

Zahid Tractor & Heavy Machinery, Riyadh, KSA

- Directed project teams of Six Sigma Green Belts to improve critical business processes, driving strong financial results and increasing company profits.
- Trained and supervised the professional development of team members to spread knowledge and implementation of Six Sigma Problem Solving tools.
- Executed projects with DMAIC (Define, Measure, Analyze, Improve, and Control) methodology, identifying key integration issues with other work and coordinating improvements to expedite and improve final outcomes.

Riyadh, KSA

Key Accounts Manager

Jan. 2012 – Sept. 2013

Zahid Tractor & Heavy Machinery, Riyadh, KSA

- Promoted and sold generator sets across designated region.
- Prepared and distributed annual and monthly forecasts, including market and new project studies, separate normal sales duties and initiatives.
- Increased sales target from SR 380 million in 2012 to SR 500 million in 2013.

Senior Sales Engineer

Jan. 2010 – Dec. 2011

Zahid Tractor & Heavy Machinery, Riyadh, KSA

- Managed Caterpillar Generator sales, meeting annual target of SR 28 million per year.
- Developed and implemented targeted sales plans to build and maintain market potential.
- Increased sales from SR 24 million to SR 28 million.

Beginner/Intermediate Sales Engineer

Jan. 2007 – Dec. 2009

Zahid Tractor & Heavy Machinery, Riyadh, KSA

- Managed Caterpillar Generator sales, meeting annual target of SR 28 million per year.
- Developed and implemented targeted sales plans to build and maintain market potential, marketing both new and used equipment within established trading guidelines.
- Ensured cost-effective coverage of sales territory and reported outcomes via CRM (Customer Relationship Management) SAP Module.
- Increased sales from SR 5 million to SR 24 million.

PROFESSIONAL SKILLS & TRAINING

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| • CAT Super Squad Training, Dec 2018 | • CAT Certified, "Develop Total Win-Win Solution," April 2007 |
| • Managing Safely, Nov 2015 | • Participation in Engineering Day Exhibition for the fourth year - Power Department (2004-2005). (Project Name: "Power Factor Detector and Corrector") |
| • CPS Green Belt Training, April 2015 | • Training at Elactro Distribution Schreder, 2005 (Electrical - Distribution & Control Panel Boards) |
| • Customer Experience (Colin Show), Nov. 2014 | • Training at M. Ezzat Jallad and Fils (Caterpillar), 2005 |
| • 6 Sigma Black Belt, Caterpillar University, Dec. 2013 | • Training at NBN TV, 2004 |
| • Time Management, May 2012. | • Simulink, AutoCad, Dialux 4.0, Eccodial, & ETAP |
| • 6 Sigma Green Belt, March 2008 | • Dealt with several programming languages, including Matlab, PLC (Programmable Logic Controllers) Twido, Zelio, & PIC Microchip |
| • CAT Certified Sales Professional, Nov. 2008 (Specialized in Power System Division.) | • Microcontroller (Assembly language, Microbasic language, & MicroC language) |
| • Welson Learning Certified "Counsellor Salespersons," June 2008 | • Microsoft Office suite |
| • CAT Certified Sales Professional, Nov. 2008 | |
| • Generating Sets & Electrical Control Equipment, Feb. 2008 | |
| • CAT Certified Sales Professional, Dec. 2007 (Specialized in CAT Machines). | |

EDUCATION

2002 – 2006 Beirut Arab University, Beirut, Lebanon

B.Sc, Electrical Engineering Specialization: Power and Control