

# Firas Baz

Mechatronics | Renewable Energy | AI Engineering



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## Professional Summary

**Corporate Business Development Manager** and **Technical Sales Leader** with 9+ years of progressive experience in the technology, renewable energy, and data center sectors. Specializing in **driving corporate revenue growth** and expanding market share across EMEA by translating complex technical solutions (Electro-mechanical, Solar, AI) into compelling commercial value propositions. Proven ability to **develop and execute strategic sales plans**, cultivate new business through key account management, and consistently exceed targets. Fluent in English, Arabic and proficient in German, and possessing a strong regional network with EPCs, governmental stakeholders, and financiers.

## Experience

### Business Development Consultant (Part-time)

Jan 2024 – Jun 2025

*Partners with Sun Ltd.* | Rotterdam, Netherlands (Remote)

- Developed **MEA** routes to market by mapping distributors, EPCs and industrial end users; prioritized targets with clear entry tactics and visit plans to secure **new business opportunities**.
- Coordinated customer **visits** and trials with technical teams; captured feedback to refine proposals and shorten time to order, ensuring high **customer satisfaction**.
- Converted event and chamber-of-commerce leads into qualified meetings and follow-ups tracked through **CRM** for forecast accuracy, supporting **sales strategies**.

### Technical Sales Manager

Jan 2021 – Mar 2024

*Industrial Solar GmbH* | Freiburg, Germany

- Led **client engagement** for industrial sustainability initiatives (renewable and efficiency solutions), shaping **value propositions** with evidence packs for executive stakeholders.
- Developed **presentations** and short reports for trade events and key accounts; collaborated with product/engineering on inputs to portfolio direction and go-to-market.
- Managed a structured pipeline and contributed **market intelligence** to internal reviews, enabling clear prioritisation of segments and opportunities.
- Delivered solution sales across Europe and strengthened relationships with OEMs and EPC partners by aligning specifications, site constraints and performance objectives with commercial terms; closed **€6M+** in scopes.
- Coordinated with **Product/Engineering/Marketing** to tailor proposals for green industrial solutions and AI industrial integration.
- Represented the business at industry events and customer meetings; generated qualified opportunities and improved conversion through clear follow ups and proposal clarity.

**AI Innovation Engineer** *Jan 2020 – Dec 2020*  
*Industrial Solar GmbH | Freiburg, Germany*

- Conceptualized integrated AI tools for **condition monitoring** and predictive maintenance of Power/Thermal Solar fields and storage assets.
- Developed pre-processing and visualization Python models to treat Data logs time series and produce techno-economic system operative performance KPIs.

**Intensive German Language Studies and Master's Preparation** *Aug 2016 – Sep 2017*  
*Freiburg im Breisgau, Germany | Strategic Career Investment*

- Dedicated 15 months to intensive German language acquisition (up to B2 level) and preparation for the Master of Science program at Offenburg University.
- Focused on technical vocabulary and cultural integration necessary for a successful career transition into the German market.

**Technical Account Manager** *Jun 2013 – Jul 2016*  
*SETRA Company Ltd. | Saudi Arabia*

- Led technical scope alignment with EPC/MEP partners, prepared **offer calculations**, and supported negotiations through to acceptance and handover.
- Secured a **\$2M** Tier III Data Center project with the Saudi ministry of Interior in Mecca by shaping the technical proposal, commercial terms and delivery milestones.

## **EDUCATION**

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**Master of Science, Power and Data Engineering** *Oct 2017 - Aug 2019*  
*Offenburg University of Applied Sciences | Germany*

**Thesis:** Development of an AI-Driven Clustering Framework for Offshore Wind Turbine Arrays as a Key Component in the Optimization of Green Hydrogen Pipeline Infrastructure in Europe.

**Bachelor of Science, Mechatronics Engineering** *Sep 2008 - Aug 2011*  
*Rafik Hariri University | Lebanon*

**Thesis:** Development and Construction of an Assistive Communication Device with an Automated Electromechanical Braille Interface for Dual Sensory-Impaired Users

## **Skills**

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**Strategic Sales & Account Growth:** Account planning • Partnership Development • Annual sales budget and forecast • Pipeline discipline • New markets expansion

**Technical Sales & Presentation:** Articulating complex solutions • Compelling sales proposals • Technical presentations • Value proposition development • Forecasting and sales data analysis

**Commercial & Negotiation:** Offer calculations • pricing structures • terms and conditions • contracting with procurement and technical stakeholders.

**Tools & Communication:** Salesforce • Insightly • MS Dynamics • forecasting and activity tracking • Excel • Python • AutoCAD • executive and technical presentations

**Languages & Mobility:** English fluent • German proficient • Arabic fluent • EU/EEA work authorization • Open to relocation • International travel availability 50%