

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

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

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%