

Firas Baz

Mechatronics | Renewable Energy | AI Engineering

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PROFESSIONAL SUMMARY

Technical Sales and Business Development Manager with a multi-disciplinary foundation in Mechatronics, Renewable Energy Systems, and AI Engineering. I specialize in bridging the gap between complex technical systems, such as solar thermal, power, and data center infrastructure, and their commercial implementation. My approach is centered on consultative selling, where I distill intricate architectures into actionable technical-commercial briefs and road maps. I maintain a fair working knowledge of industry regulations and policies, which I translate into practical toolkits to support project development and partnership growth. With a focus on high adaptability, I navigate diverse stakeholder environments to resolve technical and operational bottlenecks while aligning solutions with broader organizational goals.

EXPERIENCE

Business Associate | Solar PV & Pumping Systems

Jun 2025 – Present

Base Group SARL | Beirut, Lebanon

Support the acquisition, technical development, and site execution of residential photovoltaic and solar pumping projects across Lebanon.

- Developed and oversaw more than **2 MW** of residential PV and solar pumping projects, covering lead acquisition, system sizing, BOQ preparation, supplier coordination, installation supervision.

Business Development Consultant

Jan 2024 – Jun 2025

Partners with Sun Ltd | Beirut, Lebanon

Directed the market entry strategy and technical-commercial integration for industrial solar thermal solutions within the EMEA region.

- Secured pilot project financing through a successful subsidy program with the World Food Programme (WFP) by distilling complex technical requirements into a funded brief.
- Developed EMEA routes to market by mapping distributors and EPCs, prioritizing high-value industrial targets with clear entry tactics.

Head of Sales & Business Development

Jan 2021 – Mar 2024

Industrial Solar GmbH | Freiburg, Germany

Led a cross-functional department of Sales and Pre-Sales engineers, managing the full commercial lifecycle for Solar Thermal Systems and Industrial Decarbonization projects.

- Delivered over **€6M** in solution sales by managing high-profile accounts in the Oil & Gas, Textile, and FMCG sectors while consistently achieving annual revenue targets.
- Optimized CRM utilization and developed sales KPIs that improved conversion rate accuracy by more than **20%** while significantly reducing sales cycles.
- Designed a technical-commercial evaluation framework for industrial energy integrations, utilizing a

proprietary VBA engine to reduce proposal turnaround by **40%** while automating due diligence, simulations, and BOQ generation.

- Represented the organization at international summits such as AHK and IRENA, driving a **20%** increase in high-value leads and securing directed funding.

Project Manager

Jan 2020 – Dec 2020

Industrial Solar GmbH | Freiburg, Germany

Directed AI-based R&D initiatives and the optimization of sensor and data systems within concentrating solar collector plants to enhance asset performance.

- Co-authored a successful **€3M** consortium proposal for the AI R&D project to integrate AI-driven monitoring into solar fields, managing both technical and financial coordination.

Technical Sales Engineer | Data Center Infrastructure

Jun 2013 – Jul 2016

SETRA Company Ltd. | Saudi Arabia

Orchestrated the technical sales and delivery of modular infrastructure for data center projects across governmental and private sectors.

- Delivered a **\$2M** Tier III Data Center project for the Saudi Ministry of Interior by translating complex requirements into a modular infrastructure brief.
- Managed the technical-commercial lifecycle for global infrastructure brands including Eaton, Schneider Electric, Siemens, and Rittal.
- Consistently exceeded the **\$1M** annual sales quota by **20%** through consultative selling.

EDUCATION

Master of Science, Power and Data Engineering

Oct 2017 - Aug 2019

Offenburg University of Applied Sciences | Offenburg, Germany

Intensive German Language Studies and Master's Preparation

Aug 2016 – Sep 2017

Goethe Institute | Beirut, Lebanon

Bachelor of Science, Mechatronics Engineering

Sep 2008 - Aug 2011

Rafik Hariri University | Beirut, Lebanon

SKILLS

Strategic Sales & Leadership: Consultative sales • Strategic account planning • EMEA market entry • KAM • Executive presentations • Pipeline velocity • Revenue growth • Project stakeholder alignment.

Technical Solutions Architecture: System architecture briefs • Feasibility & due diligence • Industrial energy integration • Solar thermal/RES • Waste heat • Technical-commercial toolkit development.

BI & BD: CRM architecture (Salesforce, MS Dynamics) • KPI development • Competitive benchmarking • Automated reporting • VBA-driven simulations • Forecast accuracy.

Renewable Energy Consultation & Engineering: Polysun • PVsol • PVSYST • Python • Carbon policies • Decarbonization • EU Energy Directives • ESG standards.

Languages and Mobility: English fluent • German (B1) • Arabic fluent • EU/EEA work authorization • Open to relocation • International travel 50%.