

## **Career Achievements of Usama Alamoudi**

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### **Achievements:**

#### **2012 – 2014 Alstom Grid, NME Region, Dubai, United Arab Emirates**

Reported to: Director of Service NME Region and the Vice President of Service, Paris.

Position: Commercial Director for NME Regions.

Responsible for all after sales service business for the Alstom Grid's GIS SWGR, and Power transformers in the NME region.

Achievements: By implementing contracting for major tenders directly out of the regional office, and by managing the country's organizations, increased the Order Intake by 30% every year with sustainable margins.

#### **2010 – 2012 ABB Services Co., AL Khobar, Saudi Arabia**

Reported to: Report to the Vice President for Service at ABB, Switzerland, and to the local ABB BU manager for Power Systems.

Position: Service Manager for Power Systems in Saudi Arabia.

Responsible for developing the long term maintenance contracts business for the existing ABB installed base in Saudi Arabia.

#### **2005 – 2010 Siemens LLC, Abu Dhabi, United Arab Emirates.**

Reported to: Director of Sales, Lower Gulf Region.

Position: Regional Manager for sales of Siemens ` LV SWGR, automation, motors and drives division.

Responsible for the development of the agents, distributors, OEM's, System Integrators, and Panel Builders in Abu Dhabi. Directly responsible for three senior engineers. End customers included ADNOC, ADWEA, local contractors, system Integrators, OEMS, and panel builders.

Achievement: Increased customer's procurement of Siemens products from AED 2 million p.a. to over AED 60 million p.a. with sustained margin within five years. Mentored and developed four engineers until they independently implemented the required activities of developing sales for specific products / solutions within the customers' organization.

#### **2002 - 2005 OLAYAN Financial Co. & Gen. Contracting Co in Riyadh & Jeddah, Saudi Arabia**

Reported to: Vice president of Olayan Financial Group & to CEO of General Contracting Company.

Position: Regional Manager (GM of Western Region) of Sales and Operations of the General Contracting Company.

Responsible for all operations of sales, service of the products, development of personnel, commercial and administration of the regional offices.

Directly responsible of a team of 45 employees consisting of sales, administrative, and service personnel. Franchises included: Cummins (Power generation, power projects, power rental, engines, and the Service Centers), CASE Construction & Agricultural Equipment (Sales & services), and

SCANIA (Sales & services) within three regional offices.

Completed the business development that pre-qualified GCC and led to a bid for a 600MW power plant (gas turbine) to the Saudi Electric Co. (West). Did the pre-qualification and bidding of a 150MW distributed diesel generated power plants to the Saudi Electric Co. (West). Responsible for the Saudization program under the Olayan Group Vice President for Administration & H.R., by developing vocational training programs for the existing 63 Olayan companies of the Olayan Financial Group.

Achievement: Annual increase in existing product sales of over 10% with sustained margins. Added power generation projects portfolio that increased sales volume from that of the product business. Increased the sales from S.R. four million p.a. to over 160 million p.a. in three years by increasing the product portfolio and winning the supply & operation contract of 150 MW power plants (diesel powered) from the Saudi Electric Co. (West). Developed the sales unit by implementing a CRM and refining the sales methods. Increased the efficiency of the service unit by integrating synergies and developing the facility and personnel.

### **1990 - 2002 for various Siemens companies**

#### **2001-2002 Quality Manager for the Siemens' companies in Saudi Arabia**

Reported to: CEO of Siemens Ltd. in Saudi Arabia.

Maintained and developed business processes for the companies in the fields of Manufacturing, Services, and Sales. Managed audits, and improvement processes.

Achievement: ISO9001:2000 certification, EFQM model application, implementation of GEMBA-KAIZEN methods in the manufacturing processes, implemented scorecards for continuous monitoring of improvement.

#### **1998-2001 Siemens Regional Manager in Riyadh Saudi Arabia**

Reported to: CEO of Siemens Ltd. in Saudi Arabia

Regional Manager of the Central Region Branch of Siemens Ltd. (previously called Arabia Electric Ltd.) stationed in Riyadh Saudi Arabia. (GM for Central Region)

Built a competent Siemens Sales, Engineering, and Service office that locally executed from the inquiry to handing over stage for products and projects. Responsible for Sales, Installation and Commissioning of Siemens' solutions, products, and services within the Region. Concentrated on developing the business units of Power Transmission & Distribution (Energy), Information & Communications (COM), Power Generation (PG), Medical equipment (MED), and Industrial projects & services business (Industry) in the Central Region. Developed business with the Saudi Electric Company (Central) by establishing seminars, product presentation, expositions, and training. Achievements: Developed the relationship with the Saudi military establishments and proposed the migration of Al Kharj military industrial city in Saudi Arabia from 50 Hz to 60Hz. This included a major frequency conversion plant for the whole city and several HV substations. All major projects were awarded and successfully executed by Siemens. Personally developed the business of Power Transmission & Distribution (Energy) for the region through pre-qualification of products that finally won Siemens the first HV (240KV) substation contract in the central region from the Saudi Electric Company (Central). Established the Siemens Central Regional office and developed the manpower from 43 persons to ~ 380 persons in three years.

#### **1997-1998 Business Developer at Siemens AG, Erlangen, Germany Siemens ATD TD RA, (Gulf Regional Support)**

Reported to the head of International Technical Services Business Development unit at Siemens AG. Main tasks included evolving the regional technical service business by studying and proposing new business units for the Saudi Market and other GCC countries. Assisted in the marketing studies for establishing new Siemens companies for both Saudi Arabia and the UAE. Made the market analysis and studies for the region. Attended Siemens top management courses and workshops for the development to becoming an executive manager. Attended the program to become a certified Services/Maintenance Manager.

Achievements: Won Siemens' Technical Services top management's support to join in the establishment of both Siemens LLC. UAE and Siemens Ltd. in Saudi Arabia. Later Siemens LLC Kuwait, Qatar, Oman, and Bahrain followed based on an extension of the study. Was awarded the Certificated for Services/Maintenance Manager from TUV after a board review & examination in Germany.

### **1992-1997 Service Manager, Saudi Arabia (Head of Services division)**

Reported to the General Manager of Arabia Electric Ltd. (Siemens Saudi Arabia)

Management of the installation and commissioning of all Siemens contracts within Saudi Arabia. Responsible for the installation and commissioning of all Siemens high and medium voltage substations in Saudi Arabia. Executed all Siemens' power, water, and industrial projects. Managed, among other projects, the Erection and Commissioning of two cement factories, a cold steel rolling mill, and several HV &/ MV, substations. Did the project management of local contracts by outsourcing works to Siemens' other business units outside Saudi Arabia. Responsible for all Siemens' automation projects including projects for industry, the utilities, and the Oil & Gas sector. Responsible for all after sales services of Siemens' products and installations in Saudi Arabia. Finally organization size of ~340 persons being engineers, technicians, and administrators.

Achievement: First time for a Siemens' services organization in Saudi Arabia to obtain contracts for works directly from other Saudi companies/organizations. Won the O&M contract for the GSFMO (Saudi grain Silos) consisting of seven plants that later led to the award of the renovation projects of these plants. Integrated the Automation & Control department and the Industrial Services department into the unified Services division.

### **1990-1992 Project Engineer**

Reported to: Head of Industrial Services department.

Design Engineer/Project Engineer in Automation. Writing of specification, design, engineering, development, and implementation of contracts/projects for automation and control systems. Implemented the design, engineering, procurement, installation, commissioning, and handing over of several automation projects.

Achievements: Engineered an over 15000 points monitoring and control system (BMS) for the MCDC project in Makkah, Saudi Arabia. Project managed, designed, engineered, supervised installation, commissioned, and handed over of an over 2000 points monitoring and control system (BMS) system for the Ministry of Information in Riyadh, Saudi Arabia.

### **Presentations:**

Gave presentations to customers at their sites and inviting them to Hotels in Jeddah, Riyadh, Al Khobar, Dubai and Abu Dhabi for Siemens hardware, systems, and solutions.

### **Project Management:**

From sales (costing) and contracting to project management (execution, time, and cost controlling) until receipt of Acceptance Certificate and payments from customer. (PMI methods)

### **Business Excellence & Quality Management (organization, processes/procedures, and resources):**

Manage the Implementation of a Business Excellence model for the organization consisting of the group of Siemens companies in Saudi Arabia. This includes the ISO 9001 certification program and implementation of a management system based on the EFQM and ISO 9004 model. Implemented GEMBA-KAIZEN techniques in the manufacturing processes. Designed and release of different management and business processes. Managed process measurements. Displayed key measurements continuously using scorecards. Applied the '6Sigma' black belt concepts to re-engineer existing processes and increase their effectiveness. Drive the cooperate culture progressively into the e-business era.

### **Gave Training:**

Prepared and gave technological specific training on various topics to Siemens and non-Siemens personnel.