

USAMA (Sam) M. ALAMOUDI

300 92nd street, Surfside, Fl 33154 | (M) (+1) 786 2709877 | (O) (+1) 305 967 6643 | (M) (+966) 5555 16000

ACCOMPLISHMENTS

Consultant in the Fields of renewable energy, after sales services of electrical and energy installations. Developed, and Managed branches for multinational corporations in the field of energy, especially electrical energy.

This included the five pillars of executive management being: 1) Sales & Business, 2) Organization Development, by identifying and increasing the efficiency of personnel. Continuous measuring and score cards, 3) Quality and processes development to streamline operations and achieve customer's expectations and their satisfaction, 4) Finance including operating flows, invested capital, cost of capital, and return on invested capital for the shareholders. 5) Environmental management including considerations for the biophysical environment, and adhering to the rules, customs, and laws of different locations, cultures, and countries.

Built industries, generation plants, electrical substations, and multibuilding complexes.

Assisted in developing and migration of electrical grids to modern technologies and worked on frequency conversion substations to link electrical grids of different countries.

Assisted utilities in modernization and migration of HV switchgear, protection, control, and SCADA systems.

Designed electrical components, plants, and solutions for automation, control, communication and renewable energy.

PROFESSIONAL SUMMARY

My future career plan is to work within a professional organization where I may implement my skills, experience, and knowledge. My goal is to be involved in teams where I can make a difference to the volume and effectiveness of business and have a positive impact to the environment. I expect the appropriate empowerment to achieve pre-defined goals within methods that can be transparently measured.

I have been a General Manager of organizations, done Sales & Operations, After Sales Management including Installation & Commissioning and After Sales Services. I have done Project Development & Management.

My experience exceeds 30 years.

My knowledge includes contract management.

Achieved TUV (Germany) Certification as a Services / Maintenance Manager of Technical and Electrical Installations.

Over 10 years of direct experience in Automation & Control technology, including Sales, Project Management (PMI) and Engineering.

My quality management competencies include implementing (6sigma (Black Belt), Kaizen methodology, Scorecards Methodology.

I always aim to be an added value to the organizations.

SKILLS

Project Development including conceptualization, engineering, manufacturing, construction, commissioning, operations, and after sales service optimization.

Management. (P/L)

Service / Maintenance Manager (Renewable Energy, Substations, Power Plants, Industrial Plants & Building Systems).

Management through continuous improvement.

Management through monitoring & controlling.

Leadership.

Mentoring (Management through people involvement).

Process orientation / 6sigma Black Belt (Management through systems & methods).

Contract Management (Cost Control).

Project Management (PMI).

Engineering of Automation & Control systems. (SCADA , BMS)

Leading large departments.

Gap analysis.

Partnering with cross-functional disciplines.

Identifying best practices.

Driving continuous improvement.

Leading software development teams.

Long-term business planning and execution.

Managing multiple projects simultaneously.

Negotiation and closing deals.

Time management.

Risk analysis.

Effective communication. Fluent in English, German, and Arabic.

Software

Computer design, Network Design,

Communication.

Software development from machine language to Object oriented platforms.

Development of applications (UNIX based & MS Windows based).

SQL.

Basic Web page design including PHP and Perl scripting. STL coding of microcontrollers, Bottom up engineering).

Design of SCADA & Distributed Control Systems (Top down design on X-Windows & MS Windows). Project Management: MS

Project Management, Primavera.

MS Office applications.

WORK HISTORY

September 2020 – January 2024

Partner – PEAC (Professional Electrical and Automation Consultants, Florida, USA)

Responsible for business development of Renewable Energy Projects within the GCC Countries.

Position: The GCC Countries, being Saudi Arabia, the United Arab Emirates, Qatar, Kuwait, Oman, and Bahrain are transforming from being the Oil & Gas suppliers of the world to being the Green Hydrogen suppliers of the world. The vast empty deserts with the highest amount of Solar Power obtainable per area, and the large investment capabilities these countries have, are driving their transformation from environmentally harmful to environmentally friendly regions. I develop turnkey solutions for such ventures and supervise the engineering, tendering, construction, and after sales operations of such projects.

May 2018-to September 2020

Sales – Electrical Services | Siemens Ind. Inc. | Miramar, FL, U.S.A.

Report to the Miramar branch manager.

Position: After sales services and after sales solution business. (Retrofits, Renewal, Digitization)

Responsible for all after sales service business for Siemens Ind. Inc. for Siemens and non-Siemens LV installed base in South and West Florida, and the Islands.

Achievements: Retrofit projects to replace legacy breakers and switches with modern digital breakers.

Projects included the Four Seasons Hotel in West Palm Beach and the Palm Beach police station.

JANUARY 2012-JANUARY 2014

Commercial Director | Alstom Grid NME | Dubai, United Arab Emirates

Reported to the Regional Director of Services for the company.

Position: Commercial Director for Grid Service, NME Region.

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

Achievements: Implemented contracts for major tenders directly out of the regional office

Managed seven country's sales organizations, increased the Order Intake by 30% every year with sustainable margins.

Supervised a sales force of 36 sales associates.

Hired 6 sales representatives over a two-year period.

Exceeded regional annual sales target by 22 %.

Increased regional market share by 20 % within 24months.

Developed quarterly and annual sales department budgets.

Developed a comprehensive training program for new sales associates.

Planned and directed staff training and performance evaluations.

Reviewed operational records and profitability reports to the Vice President.

Approved all sales staff budget expenditures.

Built relationships with customers and the community to establish long-term business growth.

Communicated regularly with territory, regional and strategic managers of other business units for daily support and strategic planning for accounts.

Managed the CRM for all customers of the countries.

Projects included the five year contract for after sales services and spare part supply of five HVDC substations linking the Gulf countries being Saudi (KSA), Kuwait, Bahrain, Qatar, the UAE, and Oman.

JANUARY 2011-JANUARY 2012

Service Manager, Projects | ABB Service Co | Alkhobar, Saudi Arabia

Saudi Arabia, Al-Khobar.

Report to the VP of Service of the company and to the local ABB BU manager for Power Systems.

Position: Head of ABB substation services within the Kingdom of Saudi Arabia.

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

Initiated two key partnerships which resulted in 100% revenue growth.

Developed new process for employee evaluation which resulted in marked performance improvements.

Obtained documents, clearances, certificates and approvals from local government and certification agencies.

Projects included the after sales services contracts including spare part supply for major industries in Saudi Arabia.

JANUARY 2005-JANUARY 2010

Director of Sales | Siemens LLC, United Arab Emirates Lower Gulf Region | 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.

End customers included major O&G clients as: ADNOC and ADWEA, in addition to 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.

Initiated two key partnerships which resulted in 300% revenue growth.

Reported monthly to the Vice President achievements and future plans, revenues, organization growth, and customer related issues.

Projects included the commissioning of the Fujairah to Abu Dhabi water pipeline after Marubeni handed over the project to ADWEA without commissioning the pipeline.

JANUARY 2002-JANUARY 2005

Consultant & Regional Manager (Western Region) | OLAYAN Financial Co. & Gen. Contracting Co (GCC) in Riyadh & Jeddah | Riyadh, 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 managed 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).

Responsible for three regional branch offices, each with it's service workshop.

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 horizontal growth in power generation projects that increased sales volume from S.R. 4 million p.a. to over 160 million p.a. in three years by increasing the product portfolio and winning the supply & operation contract of multiple (diesel powered) power plants up to 150 MW 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.

JANUARY 1998-JANUARY 2002

Siemens Regional Manager of Siemens Ltd

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

Position: Regional Manager of the Central Region Branch of Siemens Ltd. stationed in Riyadh Saudi Arabia. (GM for Central Region)

Built a competent 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.

Developed 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.

Reported monthly to the CEO figures, growth, and organization.

JANUARY 1990-JANUARY 1998

Business Developer | Siemens AG Siemens ATD TD RA | Erlangen, Germany

Reported to the head of International Technical Services Business Development unit at Siemens AG.

Developed business plans for Saudi Arabia, United Arab Emirates, Qatar, and Kuwait.

Worked with the Regional Chief Executive Officers towards implementing these plans.

JANUARY 1990-JANUARY 1997

Service / Maintenance Manager Automation & Control Manager | Siemens | Jeddah, Saudi Arabia

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 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 by growing the organization size to ~340 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.

Commissioned two major water pipelines from the Jubail desalination plant to Riyadh and the central part of Saudi Arabia.

Worked extensively on projects at the military industrial complex at Al-Kharj.

Developed specification, design, engineering, and implemented 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 25000 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.

EDUCATION & SPECIALIZATION

Technical Service Management - TUV Germany.

Basic Electrical Engineering courses - MDC & Florida Int. University Miami, Florida.

Effectiveness in Management (Executive Management) certification by Siemens AG in Germany

PPW-TD (Process oriented management for Technical Services).

Executive Leadership Program by Meirc Training & Consulting, London.

Strategic Thinking & Planning by Meirc Training & Consulting, Dubai.

Control Systems.

Electrical Generation, Transmission, and Distribution Systems.

Building Management systems.

HVAC control (technology).

Power network interlocking (technology).

Sequence control (technology).

Load shedding (technology).

Communication.

Development of applications under Unix and Microsoft operating system.

PERSONAL INFORMATION

Married and living in South Florida, U.S.A.

INTERESTS

Reading; Software design; Swimming; Some horseback riding; Deep sea diving.

CERTIFICATIONS

Accredited Technical Service & Maintenance Engineering Manager from TUV Germany.

Certificate Number: 2.1.10.211-291 dated May 27th 1998.

Fluent Languages (Read/Write/Lecture)

English / German / Arabic

ADDITIONAL INFORMATION

Web Sites:

<https://usama.amoudi.us>

<https://www.linkedin.com/in/alamoudiusama>

Email: usama.alamoudi@amoudi.us