

## **The résumé of** **AWAD, Wael Karim**

**Current address:** P.O. Box: 6115, Hawally, 32036 Kuwait

**Kuwait Mobile.:** +965 9981 4377

**E-mail Address:** [waelkawad@gmail.com](mailto:waelkawad@gmail.com)

**LinkedIn:** <https://www.linkedin.com/in/wael-awad-45299739/>

### **Summary**

A well recognized professional over 25 years of Multinational experience in Kuwait and GCC and with reputable OEMs, and A class distributors for power systems solutions, heavy equipment with a special focus on Rental and sales of used equipment activities.

Seeking a senior role in business development, operation and sales where I can utilize my skills in team building, market penetration, and companies' setup.

### **Work Experience**

#### **Ahmadiyah Contracting & Trading Company**

**Logistics Manager – Avenues Khobar Project**

**Khobar - KSA  
from April  
2024 -Till to date**

**Job description:**

- Ensuring the supply of the required equipment is at site.
- Tracking the cost of rentals of equipment.
- Sourcing new suppliers of equipment and parts in the Saudi market
- Providing coaching and feedback to the logistics team and ensuring that the team is motivated & engaged.
- Developing and maintaining relationships with key suppliers.
- Following up the Housekeeping of the worksite.
- Working with other site department in providing the right equipment to perform their duties in the right way.

#### **Practical Designs**

**Sales Operations Manager**

**Kuwait  
from October 2018-Feb 2024**

(Interior decorations, Special finish, High-end residential & office furniture, office furniture, Raised access flooring, ceilings, ETC.)

**Job description:**

- Managing day to day activities for the showroom sales and projects' team.
- Perform various accounting roles related to day to day activities.
- Identifying target markets, determining pricing and discounting policies.
- Providing coaching and feedback to the sales team, and ensuring that the team is motivated and engaged.
- Tracking P/L reports, analyzing trends, and identifying areas for improvement.
- Developing and maintaining relationships with key customers
- Developing and maintaining relationships with Principals
- Managing the sales budget and expenses. Developing budgets, tracking expenses, and making adjustments as needed to ensure that the team is operating efficiently and effectively.

**Years of experience:** 4 years +

#### **Riham General Trading and Contracting Company (Fouad Al Ghanim Group)**

**Sales Operations Manager**

**Kuwait  
from October 2016-October 2017**

The new Dealer of JCB Heavy Equipment and Power products in Kuwait

**Job description:**

- Secured the brand position in Kuwait's market by growing the overall sales of the full product range.

- Managing sales and developing sales goals and strategies to achieve them. This includes identifying target markets, setting sales quotas, and determining pricing and discounting policies.
- Responsible for recruiting, hiring, training, and managing the sales team. This includes setting performance standards, KPI's, providing coaching and feedback, and ensuring that the team is motivated and engaged.
- Tracking sales performance against targets, analyzing trends, and identifying areas for improvement. This includes analyzing sales data, developing sales forecasts, and creating sales reports.
- Developing and maintaining relationships with key customers by understanding customer needs and preferences, providing exceptional customer service, and ensuring customer satisfaction.
- Developing and maintaining relationships with JCB by securing their brands position and growing it's sales volume, maintaining and promoting the up-to-date models, and reporting feedback regarding their product.
- Managing the sales budget and expenses. Developing budgets, tracking expenses, and making adjustments as needed to ensure that the team is operating efficiently and effectively.
- Work closely with other departments, such as marketing, customer service, and product development, to ensure that sales efforts are aligned with overall company objectives.
- Responsible for managing and maintaining inventory levels of products or services and ensure stock availability to meet customer demand.

**Key achievements:**

- Managed to sell most of the JCB product mix in first 4 month after the dominion of only two products.
- Increased sale by implementing new financial facilities.

**Years of experience:** 12 months

**Mohamed Abdulrahman Al-Bahar Co.**

**Kuwait**

• **Rental Services Specialist / Used Sales**

**from March 2008-March 2016**

The CATERPILLAR dealer in Kuwait

**Job description:** Responsible of the CAT RENTAL STORE – Kuwait Branch.

- Duties are a mix of Sales Specialist and Branch Manager's duties. Also, since 01/01/2012, have been assigned the Used CAT equipment sales.
- Managing a staff of 40 personnel.
- Managing the full Rental operations (Rental Sales, Depot, Used sales, Minor maintenance operations...ETC)
  - Responsible for developing budgets, tracking expenses, and making adjustments as needed to ensure that the team is operating efficiently and effectively.
  - Tracking sales performance against targets, analyzing trends, and identifying areas for improvement. This includes analyzing sales data, developing sales forecasts, and creating sales reports.
  - Comply and maintain organization standard.
  - Ensure that employees are well-trained and capable of providing excellent customer service, by providing ongoing training and development opportunities to ensure that employees remain up-to-date with the latest product information, sales techniques, and customer service practices.
- Implemented the brand "CAT Rental Store" in Kuwait for Heavy Equipment Rental activities from scratch.

**Key Achievement:**

- Played an essential role in acquiring the partnerships on many brands (Genie, Brandon, Allmand...ETC).
- Played an essential role in the implementation of RPO concept.

**Years of experience:** 8 years

**Kuwait**

• **Senior Sales Engineer (power systems-Projects & stand-by gensets)**

**from 2004 – till March 2008**

**Job description :**

- Responsible of the selling of standby gensets to individuals and projects. Starting from:
  - Assessment of loads and advising genset size
  - Complying with specifications,
  - Pricing and contract negotiations,
  - And finally supervising installations and testing.

**Key Achievements:**

- Doubling Market share in the segment of Standby application
- RE-acquiring loyalty of old customers.

**Years of experience:** 4 years

- Rental Sale Engineer**

**Kuwait**  
**from August 2000-till 2004**

**Job description :**

- Implemented the Power Systems rental department and selling generators as prime and stand-by applications from 10 Kw- 1600 Kw.

**Key Achievements:**

- I was instrumental in getting a multi-megawatts rental opportunity with the U.S.Army in Kuwait.
- Adding to the rental fleet a total of 120 Tower light sets. As new business to the organization.

**Years of experience:** 4 years

**Jassim Al Omani and Partner Fiberglass Factory.****Factory engineer**

**Kuwait**  
**from February 2000-till August 2000**

**Job description:**

- Supervising the production of Water tanks, small fiberglass boats and other PVC and PE extrusion products.
- Managing manpower.
- Acquiring new customers.
- Promoting new customized products

**Kuwait United Company for advertisement & publishing & distribution****Project Engineer**

**Kuwait**  
**from October 1998-till January 2000**

The master franchiser of the international company MOBIL'Affiche International ([www.mobil-affiche.com](http://www.mobil-affiche.com)) in nine Middle Eastern countries. This product was first introduced to Middle East on 1999.

**Job description :** In Charge of the Fabricating, operating and troubleshooting of 26 units of Mobile'Affiche advertisement trucks, in Kuwait.  
Also training and follow up technical Team of 3 persons for maintenance of units.

**Years of experience:** 2 years

**Khalifa Al Jassim General Trading And contracting Company****Sales Engineer**

**Kuwait**  
**from January 1997-till October 1998**

**Job description :**

- Counter sales of the DAF trucks spare parts

**Years of experience:** 1.5 Years

**Cairo Engineering Company for agencies****Sales Engineer**

**Egypt**  
**from September 1996-till January 1997**

**Job description :**

- Sales of various Sheet metals forming as: AMADA guillotine sheers, bending presses, CNC punching machines. Davi roll forming machines, Tilghman-Wheelabrator Steel shot blasting machines.

**Gorica Egypt Kastour Company****Mechanical Installation Engineer**

**Egypt**  
**from August 1995-till August 1996**

**Job description :**

- Responsible for the installation of mechanical components for the custom made busses using MAN, Nissan and Mercedes engines.

## Trainings

### \* Caterpillar Trainings (online)

Combo Rep Professional - Foundational Level  
 Heavy Rents Certification - Foundational Level  
 Rental Power Certification  
 Rental Sales Manager - Foundational Level  
 Rental Sales Professional  
 Machine/PSSR Sales Professional - Foundational Level

### \* Caterpillar sales Campus 2010 South Africa

**Title :** Rental Services Specialist  
**Employer :** Mohamed Abdulrahman Al-Bahar / Caterpillar.

### \* summer of 1994 Egypt

**Title :** Trainee  
**Employer :** Petrobel Petroleum Company, Abu Rudeis fields.  
**Training description :** Introduced to most of the crude oil production processes.

### \* Summer of 1993 Egypt

**Title :** Trainee  
**Employer :** Arab American vehicles Company.  
**Training description :**

- Preventive maintenance and troubleshooting of various manufacturing machines used in the assembly of the CHEROKEE SUV's.
- Preparing the production line for adding the new PEUGOT assembly in Egypt.

## Personal Data

**Nationality:** Egyptian  
**Date of Birth:** January 29/1972  
**Gender:** Male  
**Marital Status:** Married and having three kids.

## Education

**First University Degree:** B.Sc. Engineering  
**University:** Helwan University ([www.helwan.edu.eg](http://www.helwan.edu.eg))  
**Faculty:** Engineering & Technology  
**Major:** Mechanical Production Engineering  
**Grade:** Good  
**Graduation project:** Force Analyzing Device  
**Grade:** V.Good  
**Graduation year:** 1995  
**High School Degree:** GCE (General Certificate of Education, London University)  
**School Name:** Lycee De La Liberte - Heliopolis - Le Caire - Egypt

## **Personal Skills**

<b>Computer Skills:</b>	Perfect command of MS office and have dealt as well with Oracle, for CRM "Seibel" and "Sales Logix".
<b>General skills:</b>	Good hold of most workshop machines & tools, with a good Hands-on experience.
<b>Hobbies:</b>	more than 25 years in live sound engineering, Swimming, camping & open-air life, reading and traveling.
<b>Spoken Languages:</b>	<u>English</u> -Degree: Excellent, <u>French</u> -Degree: Very Good <u>Arabic</u> - Mother tongue

*Most related references are available upon request.*