

Mansour Khalil Al Gannas

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Personal Information

Nationality: Saudi

Age: 33

Status: Married

City: Khobar, KSA

Board Member

- **GCC ELECTRICAL TESTING LABORATORY: October 2020- October 2023**
Representing cluster of private companies owning equity in the GCC Lab

Job Experience

- **Electrical Industries Company (EIC):** **2015-Present**
Manager- Business Development, Marketing.
Responsibilities:
 - Locating new opportunities for the company [Joint ventures, Technical Agreement and License Agreements].
 - Developing new product line & new product market.
 - Working in Mega projects with Major End user [Saudi Aramco, SABIC, Maaden, etc.] and International Contractors.
 - Market analysis, research & Study.
 - Pre-Qualification.
 - Providing technical sales & marketing support to customers in line with the company's marketing plan to ensure profitable and responsible market share development.
 - Developing and maintaining strong relations with existing and potential customers.
 - Identifying and communicating product solutions, delivery and manufacturing capabilities and appropriate pricing solutions to gain a competitive advantage in response to customer queries.
 - Developing accurate forecasts and budgets for sales turnover and margin return.
 - Providing overall management direction, ensure establishment, short, medium long term goals and communicated objective to achieve business results.
 - Creating new marketing strategies for EIC group and spearheaded key account management.
 - Performing market analysis to track competitor's actions and recognize business opportunities.
 - Identify business opportunities, develop and exert effort with the objective to secure new contracts.
 - Ensure business profitability and meeting growth objectives.
 - Develop and implement commercial process & strategy from both business and projects perspective for the relevant domestic and regional markets.

- Manage sales forecast database and marketing intelligence for the assigned geographic regions and coordinating as required with other divisions.
- Carried out structures feasible studies to classify partners to maximum group profit.
- Screening potential business deals by analyzing market strategies, deal requirements, potential and financials, evaluation options, resolving internal priorities & recommending equity investments.
- Study trends, market requirements, competitor's strategies, product features, and recommend and prepare best strategies that increase the market share of new products.
- Studying all the competitors weakness/power strategies used and preparing plan to succeed and lead the market.
- External and internal market study to find methods to maximize sales.
- Contribute to the ongoing creative and strategic development of company's existing and future plans.

• **Larsen & Toubro Metallurgical & Material Handling IC:** **2014-2015**
Graduate Engineering- Business Development .

Responsibilities:

- Tendering and estimations
- Locating new projects
- Building Database for the electrical equipment.

EDUCATION & Training

Education:

University of Sharjah (UOS), United Arab Emirates
Bachelor of Science in Electrical and Electronics Engineering.