

SAMIR MATOUQ NAWAR

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Kingdom of Saudi Arabia

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PROFILE

Trying to be an innovative marketing builder who is skilled in identifying growth opportunities, strategizing and driving for their success. Proven ability to expand and diverse markets and cultures. A results driven person who can mould a multi-functional team to deliver the results on time and on budget.

CAREER HISTORY AND ACHIEVEMENTS

- **Head of National Committee of Lubricants and Base Oil
1/6/2021 to Present**

Company: Petromin Corporation

- **Managing Director and Board Member 1/11/2020 to
Present**
- **President & CEO 30/11/2007 to 30/10/2020**

The President & CEO reports to the Board of Directors and is responsible for the Management and Operation of the Company and coordination with the shareholders.

Functions and Responsibilities :

Development and Implementation of the Annual Operating Plan and the five year Business Plan for the Saudi and Egyptian Operations of the company.

Manufacturing/blending facilities in Saudi Arabia at Jeddah, Riyadh and Jubail.

Marketing and Sales functions of industrial, automotive and marine lubes in the Saudi market.

Egyptian operations covering lubricants production, automotive and bunker fuels marketing and sales and supervision of branded gas/service stations.

Developing and implementing strategies for marketing the company products in a highly competitive environment competing with major international oil companies in the local market.

International marketing of products which are exported to more than 30 countries and sold through appointed distributors and dealers. Approves and supervises the licensing and distribution agreements with licensees in Morocco, Pakistan and Syria.

Guides and decides in the matters of third party blending agreements.

Approves the procurement of machinery and raw materials.

Approves the credit and other facilities agreements with banks and financial institutions, investment of company funds and is involved in the collection of dues from government and other major customers.

Develops and maintains the organization structure of the company and ensures that the positions are manned by adequately qualified, trained and experienced employees to operate the business profitably and effectively. Decides on employee compensation and maintains efficient human resources organization.

Ensures that the defined operating procedures of the company are followed and takes corrective action as necessary.

Decides on the Information Technology policy and systems to support the company's operations.

Observance of the company's policies in respect of safety, security, financial limits and internal controls.

Liaises with government for approvals and other company business.

- **Assistant to the President & CEO and GM Marketing & Sales**

24/12/2005 to 29/11/2007

Performs all special assignments designated by the President & CEO. Assists the President & CEO in taking the appropriate decisions relating to the Company's activities. Undertakes the President's duties in his absence. Provides counsel and advice to the President & CEO wherever needed. Represents the President & CEO in all Company's business and relations with other Companies, national organizations and government commissions. Supervises Production Department activities.

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Directs and controls all marketing and sales activities. Develops sales and marketing strategic plans and objectives on the short, medium and long term for both domestic, international and Egyptian markets. Sets up the corporate sales and marketing's basic policies, forecasting and budgeting. Studies Company products costs and competitors' cost; suggests appropriate pricing policy.

- **Manager, Petrolube Misr 1/10/2003 to 23/12/2005**

Manages development and effective implementation of marketing functions, including planning , market research , sales promotion, pricing policy, advertising and communications. Establishes marketing objectives in order to simulate the business demand .

Directs marketing force for reaching the approved objectives to achieve annual profit plan according to the H.O and Board direction .

Manages the progress of domestic sales activities to meet sales quota, developing new business .

Recommends policies , strategic plans and objectives for long and short term sales .

Directs Marketing managers for reaching the approved objectives. and development of sales forecasting and budgeting .

Directs and promotes the production operations, observing the approved quality and cost targets. Ensure effective use of manpower and equipment.

Manages implementation of strategic production plans. Sets plans of the short-term production operations in line with the company's objectives.

Formulates production development strategies, policies and work procedures .

Manages and develops technical services function oriented to provide pre-and post sales technical support to sales force and customers .

Manages and develops finance functions .
 Provides financial advise on corporate plans .
 Promotes company's finance strategies , policies and work procedures .
 Develops, recommends and administers personnel and procedures.
 Ensure personnel policies comply with labor and workmen law and GOSI Regulation. Develops and recommends the company's salary structure .
 Control and rationalize expenses .
 Insure legitimate procedures and policies for branch activities to guarantee safe operation .
 Keep good business relation with the Ministry of Petroleum and E.G.P.C.
 Upgrade employees existing capacities and facilities .
 Improve branch position and image .

• **Finance Manager**

1/4/2003 to 30/9/2003

Manages and promotes the Company's financial policies, regulations, procedures and systems to develop performance standards.
 Liaisons with Departments Managers to ensure understanding and implementation of Company's financial policies, regulations and procedures.
 Studies and analyzes business activities, including costing of materials, estimating of product's profit and loss statement and sales pricing. Monitors fixed assets and depreciation accounting process.
 Provides feasibility studies to the company's plans, investment borrowing and working capital management, on the short and long term.
 Manages the preparation of the company's financial plan, including the annual budget and cash flow.
 Approves the finance Department's annual plan and objectives, including costs allocated to financial activities.
 Promotes the company's financial position based on the budget, and financial plan. Recommends the necessary changes as regards expenditure and pricing.
 Monitors stock' manages periodic and year-end inventory controls Approves inventory variance reports.
 Manages payments to personnel and suppliers.
 Interprets company's policies and government relations affecting payroll procedures.
 Ensures that the company is keeping proper books and that its assets are properly maintained.
 Prepares and recommends annual financial inputs to Petrolube's Five Year Corporate Plan which defines the major strategies to carry out functions based on the approved objectives and cost. Effectively controls and reviews the work progress and cost accounting in this Regards.
 Directs financial analysis and forecast. Assesses and schedules fund and finance requirements.
 Establishes relations with bakers. Directs cash deposits and cash control sheets.

Monitors collection activities and overdue accounts, accounts, and ensures that the approved credit policy is adhered to develops and approves credit facilities.

Supervises the preparation of the financial report to be presented to company shareholders, Board of Directors and the President &CEO.

Develops and approves budget standards and calendars. Approves operating budgets, working capital, and capital investments.

Coordinates with Petrolube Misr to prepare Petrolube Misr annual budget.

Approves external authorized auditors' coordinates with them to ensure that company's accounts are accurate, consistent with the approved policies and procedures.

Hires, organizes, feeds back and motivate personnel necessary to achieve superior results.

Ensure the best utilization of manpower and assets, in a cost effective and customer oriented way.

Performs any job duties assigned by President & CEO.

• Production Manager 1/1/2003 to 31/3/2003

Controls and directs the manufacturing and packing operations ensuring that products meet the approved quality standards.

Manages and follows up the implementation of the production plans and objectives to be achieved by the plants.

Formulates and develops production operations development strategies and policies. Contributes in Corporate decision-making processes.

Controls operations expenditures, minimizes production downtime to the least possible .

Controls and supervises the preparation of the annual and quarterly requirements of raw materials and additives .

Promotes and effectively maintains the existing production lines in the plants.

Evaluates the same and proposes appropriate alternatives for technical and financial feasibility of the business.

Manages and schedules implementation of medium and long-term production plans, in coordination with logistics and sales Departments.

Plans the short-term production operations in line with the company's objectives and plans.

Identifies and approves additives and raw materials.

Ensure the best utilization of manpower and assets, in a cost effective and customer oriented way.

Recruits, motivates feeds back and develops manpower in production department.

Develops and recommends changes whenever required to organization charts, position profiles, and job grades' policies and procedure Manuals for production department.

Approves cash imprest allocated for plants. Determines procured items and approves disbursement of such imprest, in limits of his authority, according to the approved procedures.

Performs any duties assigned by President & CEO.

- **Marketing Manager**

2001 to 2003

Manages development and effective implementation of marketing functions, including planning , market research, sales promotion, pricing policy, advertising and communications. Establishes marketing objectives in order to simulate the business demand.

Directs marketing force for reaching the approved objectives . Assists GM Marketing & Sales in development of marketing & sales forecasting and budgeting

- **Manager – Technical Services**

2000 to 2001

Manages and develops technical services function oriented to provide pre and post sales technical support to sales force and customers through trouble shooting, resolution of technical problems, analysis of customer requirements, delivery of products and seminars.

Ensures products meet the agreed quality standards and customers satisfaction.

Formulates technical service policies, strategies, and budgeting and financial controls.

Monitors the execution of contracts, and rendering of technical support to customers on the application of products, on and after delivery process.

Supports customers on selection of suitable lubricants and seeks to unify lubricants used.

Plans technical support requirements. Direct technical service force to achieve the pre-set objectives, in accordance with the approved policies and procedures.

Provides on-site and hot-line support to existing and potential customers.

Demonstrate technical aspects and advantages of existing and new products, and applications methods.

Maintains the trademark of Petrolube products. Enhances the good reputation of such products in the local and international markets.

Provides management guidance and technical support. Prepares technical reports as required.

Adheres to quality control standards and ISO requirements.

- **Manager – Marketing**

1998 - 2000

Prepare and promotes marketing plans to identify the major strategic operations, pricing policy and marketing objectives.

Establish and identify the marketing objectives of the Annual Operating Plan.

Annual plan for local sales volume for each region by product types and sectors.

Evaluation and comparison of sales performance with annual sales plan and actual for previous year to identify any deficiencies and propose appropriate actions.

Supervise the daily, monthly and annual sales reports showing the sales performance, other marketing activities such as marketing programs and promotional activities, sales return, collection in addition to competitors marketing and promotional activities.

Evaluate and analyze the market prices of the competitors and their impact on company's pricing policy, submit proposal to overcome any adverse impacts on the sales.

Supervise marketing and technical research to evaluate and assess market trends and customers requirements.

Supervise customers and end-users attitude towards the company's product performance.

To ensure the quality of products, packages, transportation and handling services to satisfy the customer.

Supervise and prepare work procedures for Marketing and Sales Dept.

Supervise the advertising and sales promotion plans and programs.

• Manager – Marketing Support 1996 - 1998

Prepare Domestic Marketing Corporate Plan

Prepare annual objectives of Operating Plan and Capital Budget.

Prepare Domestic Marketing volume plan by area, sectors and by product.

Evaluate the sales performance against plan and actual sales last year.

Issue daily and monthly sales reports showing sales performance and other activities.

Conduct market and technical research to measure the market trends.

Monitor customer attitude and preferences and suggest countermeasures positively.

Compares the performance of competitors' products versus company's and suggest actions required.

Identify the required specification performance for new products and changes for existing products.

Modify and develop the required formulations.

Prepare lab blends and reviews physical and chemical properties.

Identifies the viscometric data for each product and grade.

Rationalize the base oils and additives.

Issue the final formulation showing base oils, additive percentage, quality control and tolerances.

Coordinate with lube oil and grease additive suppliers.

Coordinate with SASO for development and drafting Saudi Arabian Standards.

Check efficiencies of the laboratories and ensure compliance to ISO 9002.

Become aware of OEMs and technical bodies' requirement and coordinate with them.

- Renewal of existing approvals.
- Conduct field test of products.
- Prepare commercial and technical training program for marketing staff.
- Organize and arrange seminars for customers.
- Assist areas in submitting tenders with required technical support.
- Rationalize the number of product and package combination (PPC).
- Interpret and recommend used oil analysis.
- Handle customers' product quality complaints.
- Prepare competitors products equivalent chart.
- Monitor marketing trends and customer needs.
- Conduct lubrication survey for potential or existing customers.
- Prepare the Domestic Marketing Procedures.
- Prepare brand advertising and promotion advertising activities.
- Coordinate with Defense and other major Government Depts. to identify their lubricant requirements.

- **Manager – Industrial Marketing** **1993 - 1996**

- Develop the Domestic marketing objectives for the company.
- Develop marketing strategies and policies to attain company's objectives in the industrial market.
- Analyze the trends and development in the industrial market for the preparation of marketing plan.
- Appraise marketing performance indicators and to monitor the success of industrial marketing plan.
- Re-evaluate industrial marketing plan to reflect significant changes in the industrial market.
- Assesses the activities of competitors and develop strategies to counter competitors' activities.
- Ensure that monthly and quarterly sales forecasts for the industrial market.
- Evaluate industrial customers' satisfaction with respect to products.
- Ensure that industrial marketing staff receives the technical and commercial training.
- Ensure that future customers receive the products and services they require.
- Responsible for Quality Assurance.
- Responsible for the improvement in design of products.
- Collates all information for the technical requirement of customers and the market in which company sells its products.
- Provide the Additive Committee with technical support.
- Provide training and support for all technical aspects of lubricant, if required.
- Monitor and support the activities of industrial sales supervisors to implement and appraise industrial marketing plan and to collect market intelligence.
- To ensure that company provides its customers with a high level of service based on technical support, technical documentation, promotions and merchandising and product availability.

Develops and implements a manpower program to provide industrial marketing with sufficient human resources, appropriate technical knowledge, skills and disciplines to carry out its mandate.

Prepare and recommend the annual objectives, operating plan, operating budget, capital budget for their function.

Encourage teamwork, recommends ways to maintain progress in line with plan, take corrective action as required.

Approve personnel transactions within industrial marketing, including performance appraisals, merit increases and career development of subordinates.

- **Manager – Technical Support** **1989 – 1993**

Calls on customers to make sales and to provide technical assistance in questions of lubrication.

Take sample of used oils for laboratory analysis to customer and recommend lubricating products usage.

Monitor market place for new developments, prepare market survey results, and maintain up-to-date information on activities of competitors including prices, discounts, strategies and special services offered.

Studies technical literature on the company and competitive products and provides latest development in lubrication technology.

- Provides technical assistance to laboratory in testing procedures.

Assist in training and development of marketing staff.

- **Asst. to General Manager – Technical Affairs 1986 – 1989**

Assist the department and ensure its smooth functioning.

Reviews, analyzes and recommend changes in departmental policies and procedures to the General Manager.

Reviews and approves all departmental agreements and correspondence.

Plan and schedule the activities of the laboratory and ensures its efficient operation.

Ensure the highest standards of quality control for Petrolube and third party blender products.

Oversees the proper preparation and execution of product formulations, works closely with Chief Chemist and Production Dept. to ensure all products meet specification.

Plans and schedules the activities of the warehouse section and ensures its efficient operation.

Oversees the provision of laboratory time to marketing department for customer services work and ensure that customers receive prompt analysis of their technical questions.

Prepare monthly reports on laboratory and warehouse activity for General Manager.

• **Manager – Safety & Security** **1983 – 1986**

Manages the department and ensure its smooth functioning
Reviews, analyzes and recommend changes in departmental policies and procedures to the company management.
Review and approve personnel action for the department.
Prepare department budget.
Review government and company's security and safety regulations and ensures that company security procedures and systems meet requirements.
Supervise the security guard force and ensure that main gate and perimeter security is maintained 24 hours a day.
Supervises the issuing of employee identification cards and temporary passes to visitors and customers; investigate cases of lost passes and cards.
Investigate security problems and resolve issues; investigate accidents, prepare reports and ensure that the company interests are protected.
Work closely with industrial security representative of other projects within the company's industrial compound.
Keeps abreast of new advances in security systems and technology.

• **Production Coordinator/Supervisor** **1982 – 1983**

Works closely with Marketing Department to determine sales outlook and commitments.
Works closely with third party blenders to determine schedules and requirements.
To coordinate for the availability of base oil stocks according to schedule.
Work closely with Technical Dept. to coordinate quality control function.
Assist the management in preparing master production schedule from requirement schedules submitted by marketing and third party blenders.

• **Chemist** **1979 – 1981**

Manages the day-to-day activities of the laboratory.
Monitor and control routine laboratory testing and analytical work.
Directs the company quality control function and ensure that the testing procedures are designed to ensure the highest level of quality assurance for the company and third party blender products.
Certifies finished product quality in accordance with the approved specifications.
Notify the company of substandard batches and recommend remedial measures.
Verifies and issues re-certification of base oils and additives.

Coordinate with marketing department to provide customer service testing and ensure that it is done accurately.

Supervise preparation of pilot blends based on formulations and base oil characteristics.

Supervise treatment of water for both potable and boiler usage.

Direct the training and skills upgrading of laboratory personnel.

PERSONAL INFORMATION

Nationality : Saudi

Date and Place of Birth : January 2, 1957, Jeddah – Saudi Arabia

Marital Status : Married, 4 Children

ACADEMIC QUALIFICATIONS

University 1975 – 1979: B. Sc. Chemistry and Physics from King Abdul Aziz University, Jeddah, Saudi Arabia.

Secondary 1972 – 1973: Higher secondary School Certificate from Al-Thager Modern School, Jeddah.

Attachment

COURSES/TRAINING ATTENDED

1996	:	Management Development Workshop 3
1996	:	Management Development Workshop 2
1996	:	Management Development Workshop 1
1995	:	Negotiating Skills – Jeddah
1995	:	Transformer Oil – Its Specification and Application – Jeddah
1994	:	NLGI Annual Meeting
1994	:	Auto Trends – 1994
1994	:	Leading Product Development
1994	:	New Development in Engine Oils, Industrial Oils, Fuel and Additives – Cairo Egypt.
1994	:	Latest Trends and Techniques in Lube Oil Manufacturing – Jeddah
1993	:	Society of Automotive Engineers Annual Meeting
1993	:	Train the Educator
1993	:	Practical Procedure Development – Jeddah
1993	:	Process Improvement Course – Jeddah
1993	:	Total Quality Management Planning Workshop – Jeddah
1993	:	Business Process Analysis Course
1993	:	Grease Application and Specification
1993	:	The Advanced Marketing Research Seminar – Jeddah
1992	:	The Paramins Additive Seminar
1992	:	What is New in Lube Oils – Riyadh
1989	:	Management Development Workshop on Executive Presentation – Jeddah
1985	:	International Diploma in Safety Management – Jeddah
1983	:	Creativity, Problem Solving and Decision Making Program – Jeddah
1982	:	Modern Manufacturing Technology Lubricants and Specialty Products – Jeddah
1982	:	Laboratory Training Course – Jeddah
1981	:	Projects Management – Dhahran

Samir M. Nawar's CV

Academic and Background

Received his bachelor degree in Chemistry and Physics at King Abdul Aziz University in Jeddah –Saudi Arabia in 1979 .

Joined Petrolube in 1979 and has been working for 30 years in the lubricant industry. During his career his responsibilities have

included technical, marketing, production and management positions. Began in Petrolube as laboratory chemist and worked as a team to develop Petromin products ranging from industrial lubricants automotive oils. Has managed 5 departments, working in several department in Petrolube has given him a wide knowledge in the lubricant business, marketing and management. Has attended and participated in several lubricant technical bodies in Saudi Arabia and abroad like Saudi Arabia Standard Organization (SASO) NLGI , SAE, ASTM , ICIS-LOR ..Etc.

Last presentation given by Mr. Nawar was at the last ICIS-LOR conference held in London in November 2002 . The title of the presentation was (Lubricant trends and marketing activities in Saudi Arabia)

Training attended

Has attended several local and overseas training courses related to lubrication technology, marketing and management in addition to the seminars held by international technical organizations .