

# USAMA (Sam) M. ALAMOUDI

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## ACCOMPLISHMENTS

I apply the five core pillars of executive management:

1. **Sales & Business Development** – Driving growth through strategic market engagement and client relations.
2. **Organizational Development** – Enhancing workforce efficiency and effectiveness through targeted improvements.
3. **Quality & Process Optimization** – Streamlining operations to meet customer expectations, ensuring satisfaction through continuous measurement and performance scorecards.
4. **Financial Management** – Overseeing operating cash flows, capital investment, cost of capital, and shareholder returns.
5. **Environmental & Regulatory Compliance** – Integrating environmental considerations and ensuring adherence to local and international regulations, customs, and laws.

I have successfully led the construction of industrial facilities, power generation plants, electrical substations, and large-scale multi-building complexes while managing organizations of up to 2,700 personnel at one time.

From a technical perspective, I have designed electrical components, systems, and solutions for power, automation, control, communication, and renewable energy applications.

## PROFESSIONAL SUMMARY

### **Career Objective & Professional Experience**

I seek to contribute my skills, experience, and expertise within a dynamic and professional organization where I can drive business growth, enhance operational effectiveness, and foster a high-performance team. My goal is to make a meaningful impact by increasing business volume and efficiency, steering productive teams, ensuring customer satisfaction, and delivering value to stakeholders and shareholders—all while maintaining a strong commitment to environmental responsibility. I value transparent, results-driven methodologies with clearly defined goals and appropriate empowerment to achieve them.

With over 30 years of experience, I have held leadership roles, including **General Manager**, overseeing **Sales & Operations, Engineering & Software Development, and After-Sales Management**, covering **business development, organizational development, sales, installation & commissioning, services, and spare parts management**. My expertise extends across **end-to-end project development and management**, including **contract management**.

## Key Expertise & Certifications

- **Leadership & Management** – Proven ability to lead organizations, drive business performance, and develop high-functioning teams.
- **Automation & Control** – Over 30 years of direct experience in **Sales, Project Management (PMI), and Engineering**.
- **Quality Management** – Expertise in **Six Sigma (Black Belt), Gemba, Kaizen methodologies, and Scorecard implementation** to drive continuous improvement.
- **Certifications** – Achieved **TÜV (Germany) Certification** as a **Service & Maintenance Manager** for technical and electrical installations.

I am committed to being a valuable asset to any organization, delivering measurable success and long-term impact.

## Key Skills & Expertise

- **Organizational & Project Development** – Conceptualization, implementation, and optimization of organizations and projects, including engineering new products, manufacturing supervision, construction management, commissioning, testing, and operations.
- **P&L Management** – Strategic oversight of financial performance and profitability.
- **Service & Maintenance Management** – Expertise in **renewable energy, substations, power plants and systems, industrial plants and systems, and building systems**.
- **Continuous Improvement & Performance Management** – Implementing monitoring, control, and optimization strategies for efficiency and growth.
- **Leadership & Mentorship** – Driving team development, engagement, and performance through people involvement.
- **Process & Quality Management** – **Six Sigma Black Belt**, process orientation, and structured methodologies for operational excellence.
- **Contract & Cost Management** – Ensuring cost control, compliance, and financial efficiency in contracts.
- **Project Management (PMI)** – Comprehensive project execution, from initiation to completion.
- **Automation & Control Systems Engineering** – Expertise in **SCADA, BMS, and industrial automation**.

- **Large-Scale Department Leadership** – Managing and optimizing complex, cross-functional teams.
- **Business & Strategy Execution** – Long-term planning, execution, and sustainable growth strategies.
- **Gap Analysis & Best Practices** – Identifying operational inefficiencies and implementing industry best practices.
- **Cross-Functional Collaboration** – Partnering across disciplines to enhance efficiency and innovation.
- **Software Development Leadership** – Managing teams to deliver high-quality, scalable software solutions.
- **Multi-Project Management** – Overseeing multiple concurrent projects while ensuring alignment with business objectives.
- **Negotiation & Deal Closure** – Strong capabilities in business development, contract negotiation, and finalizing agreements.
- **Time & Risk Management** – Strategic prioritization and mitigation of project risks.
- **Effective Communication** – Fluent in **English, German, and Arabic**.

### Software & Technical Proficiency

- **Computer Hardware & Network Design** – Expertise in **hardware architecture, network infrastructure, and digital communication systems**.
- **Software Development** – Extensive experience ranging from **machine language programming to object-oriented platforms**.
- **Application Development** – Proficient in **UNIX-based and Windows-based applications**.
- **Database Management** – Skilled in **SQL** for data management and optimization.
- **Web Development** – Web design management using **PHP and Perl scripting**.
- **Embedded Systems & Microcontrollers** – **STL coding, bottom-up engineering, and reverse engineering** for troubleshooting of OEM systems and system migration.
- **SCADA & Distributed Control Systems** – **Top-down system design on Unix and MS Windows platforms**.
- **Project Management Software** – Proficient in **MS Project and Primavera** for planning, execution, and monitoring.
- **Productivity & Office Tools** – Advanced user of **MS Office applications**.

## WORK HISTORY

September 2020 – January 2024

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

### **Business Development – Renewable Energy Projects (GCC Region)**

Responsible for driving business development and execution of **renewable energy projects** across the **GCC countries** (Saudi Arabia, UAE, Qatar, Kuwait, Oman, and Bahrain). These nations are transitioning from global oil and gas suppliers to **leaders in green hydrogen production**, leveraging their vast solar potential and strong investment capabilities to support sustainable energy initiatives.

I specialize in developing **turnkey solutions** for renewable energy ventures, overseeing the **engineering, tendering, construction, and after-sales operations** to ensure successful project execution and long-term sustainability.

May 2018-to September 2020

### **After-Sales Services & Solutions – Siemens Ind. Inc. | Miramar, FL, U.S.A**

Reported to the **Miramar Branch Manager**, overseeing **after-sales services and solutions** for **Siemens and non-Siemens LV installed base** across **South and West Florida, as well as the Caribbean Islands**. Responsibilities included **retrofits, renewals, and digitization** initiatives to enhance system performance and reliability.

#### **Key Achievements:**

- Led **retrofit projects** to upgrade legacy breakers and switches with **modern digital breakers**.
- Successfully executed the sales and supervised the project execution for high-profile clients, including **Four Seasons Hotel (West Palm Beach)** and **Palm Beach Police Station**.

JANUARY 2012-JANUARY 2014

### **Commercial Director – Grid Services (NME Region) | Alstom Grid | Dubai, United Arab Emirates**

**Reported to:** Regional Director of Services

**Scope:** Oversaw **sales of and execution of after-sales service operations** for **Alstom**

**Grid's GIS SWGR and Power Transformers across the NME region. Managed sales, contract implementation, and strategic growth initiatives.**

*Key Achievements:*

- Successfully implemented **major tender contracts** directly from the regional office.
- Led **sales operations across seven countries**, achieving a **30% annual increase in order intake** while maintaining sustainable margins.
- Managed and mentored a **sales force of 36 associates**, hiring **six new representatives** over two years.
- Exceeded regional **annual sales targets by 22%** and increased **market share by 20%** within 24 months.
- Developed and managed **quarterly and annual sales department budgets**.
- Designed and executed a **comprehensive training program** for new sales associates.
- Conducted **staff training, performance evaluations, and budget approvals** for the sales team.
- Provided **operational and profitability reports** to the Vice President.
- Strengthened long-term business relationships with **key customers and stakeholders**.
- Collaborated with **territory, regional, and strategic managers** for daily support and account planning.
- Managed the **CRM system** for customer engagement and relationship management.

*Notable Projects:*

- Led a **five-year after-sales service and spare parts supply contract** for five HVDC (**240KV**) substations linking the Gulf countries: **Saudi Arabia, Kuwait, Bahrain, Qatar, UAE, and Oman**.

JANUARY 2011-JANUARY 2012

**Service Manager, Projects | ABB Service Co | Al-Khobar, Saudi Arabia**  
**Saudi Arabia**

**Reported to:** Vice President of Service & Local ABB Business Unit Manager (Power Systems)

**Scope:** Led **substation services operations** across **Saudi Arabia**, focusing on long-term **maintenance contracts** for ABB's installed base.

*Key Achievements:*

- Developed and expanded the **long-term maintenance contracts business**, driving substantial revenue growth.
- Established **two key partnerships**, resulting in a **100% increase in revenue**.

- Designed and implemented a **new employee evaluation process**, leading to significant performance improvements.
- Secured necessary **documents, clearances, certifications, and approvals** from local government and certification agencies.

#### *Notable Projects:*

- Managed **after-sales service contracts**, including **spare parts supply** for major industrial clients across **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

#### *Key Responsibilities:*

- Managed the sales of Siemens' LV Switchgear (SWGR), automation, motors, and drives division across the Lower Gulf Region, focusing on the UAE market.
- Oversaw the development of key partners including agents, distributors, OEMs, system integrators, and panel builders in Abu Dhabi.
- Worked directly with major end customers in the Oil & Gas (O&G) sector, including ADNOC and ADWEA, as well as local contractors, system integrators, OEMs, and panel builders.
- Led initiatives to expand Siemens' market share and foster strong relationships with key industry players.
- Provided regular updates to the Director on achievements, future plans, revenue, organizational growth, and customer-related issues.

#### *Key Achievements:*

- Successfully increased Siemens Automation and Drives spare parts product procurement from AED 2 million per year to over AED 60 million per year, maintaining strong margins over a five-year period.
- Mentored and developed four engineers, enabling them to independently implement sales development activities for specific Siemens products and solutions within customers' organizations.
- Initiated two key partnerships that led to a 300% growth in revenue.
- Led and managed projects, including the commissioning and handing over of the Fujairah to Abu Dhabi water pipeline after Marubeni had handed the project over to ADWEA without completing the commissioning process.
- Applied extensive knowledge in contract management to ensure smooth project execution and customer satisfaction.

## **Regional General Manager – Sales & Operations | OLAYAN Financial Co. & General Contracting Company (Olayan Financial Group)**

**Reported to:** Vice President, Olayan Financial Group & CEO, General Contracting Company

**Scope:** Led **sales, service operations, personnel development, and commercial administration** across the **Western Region**. Managed **three regional branch offices**, each with a dedicated **service workshop**, overseeing a team of **45 employees** across sales, administration, and service functions.

### *Key Responsibilities:*

- Managed sales and service operations for multiple **franchises**, including:
  - **Cummins** (Power Generation, Power Projects, Power Rental, Engines, and Service Centers)
  - **CASE** (Construction & Agricultural Equipment – Sales & Services)
  - **SCANIA** (Sales & Services)
- Led **business development and major project acquisitions**, securing pre-qualification and successful bids for:
  - **600MW gas turbine power plant** for Saudi Electric Co. (West).
  - **150MW distributed diesel power plant**, which was **tendered, won, and successfully operated under my management for several years**.
- Directed the **Saudization program** under the Olayan Group VP for Administration & HR, developing vocational training programs for **63 Olayan companies**.

### *Key Achievements:*

- **Increased existing product sales by over 10% annually** while maintaining sustainable profit margins.
- **Expanded power generation project sales from SAR 4 million to over SAR 160 million per annum** within three years.
- Secured **supply & operation contracts for multiple diesel-powered plants (up to 150MW)** with Saudi Electric Co. (West) and **successfully managed the long-term operation of the 150MW power plant**, ensuring reliable performance and profitability.
- Enhanced sales performance by **implementing a CRM system** and refining sales methodologies.
- Improved service operations by **integrating synergies, optimizing facilities, and upskilling personnel**.

JANUARY 1998–JANUARY 2002

**Position: Regional Manager, Central Region Branch**

**Company:** Siemens Ltd.

**Location:** Riyadh, Saudi Arabia (General Manager, Central Region)

**Reported to:** CEO, Siemens Ltd. Saudi Arabia

*Key Responsibilities:*

- Led the **establishment** of a Sales, Engineering, and Service office in the Central Region, managing the entire business lifecycle from inquiry to handover.
- Responsible for **sales, installation, and commissioning of Siemens solutions, products, and services** within the region.
- Oversaw the development of Siemens' key business units within the local organization including **Power Transmission & Distribution (Energy), Information & Communications (COM), Power Generation (PG), Medical Equipment (MED), and Industrial Projects & Services (Industry)**.
- Fostered business growth with the Saudi Electric Company (Central) through seminars, product presentations, expositions, and training initiatives.

*Key Achievements:*

- Established and developed a strategic relationship with Saudi military establishments, resulting in a proposal to migrate the Al Kharj Military Industrial City from 50Hz to 60Hz. The proposal included the development of a major frequency conversion plant and several HV substations, all of which were awarded and successfully executed by Siemens.
- Successfully developed Siemens' Power Transmission & Distribution (Energy) business in the region, securing the first HV (240kV) substation contract from Saudi Electric Company (Central).
- Founded the Siemens Central Regional office, expanding the workforce from 43 to ~380 employees over three years.
- Provided monthly reports to the CEO detailing organizational growth, performance metrics, and project status.

JANUARY 1997–JANUARY 1998

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

**Reported to:** Head of International Technical Services Business Development, Siemens AG

- Developed comprehensive Service Business plans for Saudi Arabia, United Arab Emirates, Qatar, and Kuwait.
- Collaborated with the Regional Chief Executive Officers to successfully implement these plans.

JANUARY 1990–JANUARY 1997

**Position: Service/Maintenance Manager, Automation & Control Manager**

**Company:** Siemens & AEL Ltd.

**Location:** Jeddah, Saudi Arabia

**Reported to:** General Manager, Arabia Electric Ltd. (Siemens Saudi Arabia)

*Key Responsibilities:*

- Managed the installation and commissioning of all Siemens contracts within Saudi Arabia.
- Oversaw Siemens' high and medium voltage substations, ensuring timely and efficient execution of installation and commissioning projects.
- Led the execution of Siemens' power, water, and industrial projects, including the installation of two cement factories, a cold steel rolling mill, and several HV/MV substations.
- Managed project contracts by outsourcing work to Siemens' business units outside Saudi Arabia.
- Responsible for Siemens' automation projects across the industrial, utilities, and Oil & Gas sectors.
- Led the after-sales services business for Siemens' products and installations, growing the team to approximately 340 engineers, technicians, and administrators.

*Key Achievements:*

- Secured Siemens' first service contracts directly from Saudi companies, including the O&M contract for Saudi Grain Silos (GSFMO), consisting of seven plants, which later led to renovation and migration projects for these plants.
- Successfully integrated the Automation & Control and Industrial Services departments into a unified Services division.
- Commissioned two major water pipelines from the Jubail Desalination Plant to Riyadh and central Saudi Arabia.
- Managed projects for the military industrial complex in Al-Kharj, contributing significantly to the region's infrastructure development.
- Spearheaded the design, engineering, and execution of automation and control system contracts, managing projects from design through to handover.

### *Additional Achievements:*

- Designed and engineered a 25,000-point monitoring and control system (BMS) for the MDCDC project in Makkah, Saudi Arabia.
- Led the project management, design, engineering, and commissioning of a 2,000-point Control & BMS for the Ministry of Information in Riyadh, Saudi Arabia.

## EDUCATION & SPECIALIZATION

Technical Service Management - TUV Germany.

Electrical Engineering - Courses at 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.

Competence development and Certifications at Siemens:

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 27<sup>th</sup> 1998.

## Fluent Languages (Read/Write/Lecture)

English / German / Arabic

## ADDITIONAL INFORMATION

Web Sites:

<https://usama.amoudi.us>

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

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