

# MOHAMED SALMAN LAITH

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**Offering senior level experience in operations of industrial and non-industrial products and supplies business with strong technical background in power system operations (generation, transmission & distribution) as well as technical sales & project management in a career spanning 19 years in the Gulf**

## Senior Profile – Business Operations

Strategy & excellence oriented professional with clear vision of business goals and holistic approach to customers and stakeholders. Proven ability to manage cross-functional groups & end-to-end operations of business with P&L accountability. Strong business acumen, commercial aptitude, product knowledge, and market awareness, catalyze consolidation of business fundamentals & sustainable growth in top line & bottom line. Exhibited unparalleled business winning and delivery capability through meticulous and expeditious management of business presentations, consultations, offering best solutions to customer preferences, competitive featuring of commercial bids, strategic negotiations, resources delivery, and project management. Expediently manage internal and external dependencies in the pursuit of strategic intent, while planning & executing operations to drive growth in a highly competitive & dynamic market place. **Areas of expertise include.....**

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|-------------------------------|-------------------------------|--------------------------------|
| • Business Strategy Planning  | • Risk /Opportunities Mgmt    | • Relationships Management     |
| • Business Plan Execution     | • Biz Competency Building     | • Organizational Development   |
| • Sales/Business Development  | • Products & Projects Mgmt    | • Team Building and Leadership |
| • Operations Planning / Mgmt. | • Sourcing and Procurement    | • Engineering Management       |
| • Profit and Loss Management  | • Business Technical Services |                                |
|                               | • Proposals & Negotiations    |                                |
|                               | • Performance Management      |                                |

## EXECUTIVE SYNOPSIS

- Deft at assessing effectiveness of operating policies, procedures, and business process; and making amendments in tune with shift in strategy and objectives. Drive changes & cultural transformations to create organizational stability and team focus
- Commanding experience in resources and people management; benchmarking and managing key performances, critically analysis of financial & operating performance, and ensuring compliance at all levels of business
- Deft at administering budgets and controlling finances & expenditures in the entire business cycle to optimize operating cost and meet profitability objectives, while tracking and monitoring inventory and supply chain cost
- Highly effective in driving organizational change, building business competency, engaging and managing cross-functional teams and stakeholders, organizing & optimizing utilization of resources, developing performance metrics, synergizing team efforts to drive results, and consolidating growth and market presence by nurturing business fundamentals
- Experienced in development, implementation & monitoring of policies, systems & procedures for smooth & effective operation of the marketing & brand/product promotion programs; position and enhance the image of the brand in target market
- Track record of repeated success in achieving targets and growing the business through proper market analysis, planning, leading and inspiring teams, creating common objectives, using clear and open communications, proper follow up, and focus on each individual capabilities and development needs; while managing pricing policies and negotiating agreements
- Strong research and analytical skills to identify & develop target markets, and capture opportunities through market-oriented and customer focused strategies, including delivery of promotions and pre-sales/sales strategies
- Inspiring, decisive leader and top performing team player with strong liaison, networking, communication, oratory, presentation, interpersonal & problem solving skills; ethical & holistic approach to stakeholders' interests

## PROFESSIONAL EXPERIENCE

**General Manager | Mongez International Commercial Company – Kingdom of Bahrain**  
Aug 2017 onwards

**General Manager | BFG Commercial Services – Kingdom of Bahrain**  
Sep 2013 - July 2017

### Job Profile

- Lead execution of long term business strategies towards aggressive revenue, profitability & growth targets
- Manage day to day operations in the entire business process from sourcing to sales, and customer support
- Analyze, develop, and implement strategic business plans & policies, while ensuring organizational growth and targeting maximum profitability and cost effectiveness
- Structure annual operational budget and implement control measures to contain expenses within defined limits
- Closely work with suppliers, internal teams and clients in order to achieve short and long term business objectives
- Formulate administer annual budget and track/control spending within the framework of fiscal policies and guidelines
- Provide direction and resources, remove barriers and help develop people's skills; articulate expectations and clarify roles and relationships; help people transform information into knowledge and learning
- Establish good working relationships, collaborative arrangements with stakeholders to help achieve the organizational goals
- Oversee the planning, implementation & evaluation of the organization programs on marketing, sales, business development to accomplish key accounts strategy, while ensuring the programs contribute to the business mission and reflect the priorities
- Set strategic goals, objectives, budgets, policies & procedures to enhance market share, profitability and return on investment
- Review team performances and operating results on a regular basis, analyze gaps, and initiate corrective actions to ensure that company's short term and long term objectives are met
- Establish and maintain an effective system of communications throughout the company to ensure that the responsibilities, authorities, and accountabilities of all executives are clearly defined and understood
- Represent the company with major corporate customers, government entities, and the public
- Ensure development of an effective organizational structure and the promotion of a positive internal climate in which management development for succession is nurtured
- Recruit, orient, and manage performance of team; promote development of the teams' capability and competency to enhance individual productivity and career growth potential
- Research the current market scenario, undertake competitive analysis and capture new business opportunities as well as analyze/prepare forecast reports and submit the same to management for further decision making
- Scrutinize emerging developments to cope with market demands & competition, enable company to grab the opportunities
- Research market trends for innovating new products and upgrade of existing line to anticipate/neutralize competitor initiatives, minimize risk and maximize profit
- Propel growth through day-to-day management of significant issues through strategic realignment of business development solutions in line with organizational policies
- Develop product-marketing strategies to include research, pricing, profit margins, volume targets, marketing collateral, branding efforts, and promotional initiatives
- Spearhead CRM programs, ensuring clients education, customized products & services and creative turnkey solutions
- Analyze client requirements, render technical guidance over the various aspects of the business

### **PREVIOUS EXPERIENCE**

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#### **Senior Electrical Engineer | Electricity and Water Authority – Kingdom of Bahrain Dec 2003 – Sep 2013**

- Managed operations of the Main Power System of Bahrain on shift basis, including supervision of operation of the generation and transmission system as well as power exchanges with other Systems
- Controlled the performance of system control engineer and load dispatch engineer in fulfilling the duties allocated to them
- Monitored the loading of the bulk power system components and ensure loading limits are not violated
- Approved arrangements for the release of HV equipment and generators
- Performed online system studies to evaluate power flow and short circuit levels, to meet security of the system
- Reviewed the conditions for outage of transmission and generation plants before implementing any outages to ensure power system security standards are not violated consequently
- Enforced implementation of operational guidelines issued by Head of Power System Operations and report any violation
- Instructed economic and secure operations of various generators units according to guidelines laid
- Assisted the System Control Engineer in carrying out restorative and routine switching if necessary
- Supervised dispatch of output and reserve of generation plans
- Coordinated switching operations with non EWA utilities in Bahrain, and GCC countries Interconnection Grid.
- Coordinated power trade schedules with IPPs, interconnected systems in Bahrain and GCC countries Grid as per guidelines
- Officiated Head of Power System Operations (HPSO) in his absence

## EARLY CAREER EXPERIENCE

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**Development Engineer** | Bahrain Pipes Factory Bahrain

2001 - 2003

**Sales Manager** | Inbob Trading Establishment Saudi Arabia

2000 - 2001

**Electrical Engineer** | BASREC (TEAMS) Bahrain

1998 - 2000

## PART TIME EXPERIENCE

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**Development Engineer** | Bahrain Pipes Factory Bahrain

2003 - 2004

**Field Underwriter** | Alico Bahrain

2005 - 2006

**Project Manager** | BFG International Bahrain

2006 - 2008

**Executive Manager** | Western Region Markets Bahrain

2009 - 2013

## CREDENTIALS

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### Education

- **Master Degree in Electrical Engineering**, King Saud University – Saudi Arabia, 2005
- **B.Sc. (Electrical Engineering)**, King Saud University, Saudi Arabia, 1998

### Trainings & Courses

- **HVDC Technology**, AUPTDE, Kingdom of Saudi Arabia, Apr 2012
- **Interconnection Control Centre Operations**, RTE – System Operations, Kingdom of Saudi Arabia, Dec 2009
- **Utility Economics and Power Systems Operation**, General Electric – Energy, United State of America, Oct 2009
- **Power System Dynamics**, General Electric - Energy Kingdom of Bahrain, Jun 2009
- **Strategic Transmission & Generation Planning**, General Electric - Energy United State of America, Oct 2008
- **Interconnected Power Systems Operation and Planning**, Siemens T & D Inc., Kingdom of Bahrain, Nov 2007
- **Power System Scheduling and Operation**, Siemens T & D Inc., Kingdom of Bahrain, Nov 2006
- **Electrical Fault Analysis in Utilities & Industry**, National Consulting Bureau Kingdom of Bahrain, Dec 2005
- **Voltage Control & Reactive Power Planning**, Siemens T & D Inc., Nov 2005
- **ISO 9001:2000 Awareness Program**, TUV Middle East W.L.L, Kingdom of Bahrain, Jul 2003
- **Customer Satisfaction Measurement**, TQMI, T4T & TUV, Kingdom of Bahrain, Apr 2003
- **Professional Selling Skills**, Office Dynamics Training, Kingdom of Bahrain, Apr 2003
- **ISO 9001:2000 Transition Internal Quality Auditor Training**, Itqan Management Consultancy, Bahrain, Dec 2001
- **Lighting technology and product training seminar**, Willy Meyer + Sohn GmbH + Co., Germany, Nov 1998
- **ABS Water & Waste Product Training**, ABS Pumps Ltd., Germany, Nov 1998
- **O.N Beck Product Training**, O. N. Beck & Co Ltd. UK, Oct 1998
- **Dorman Smith Switchgear Product Training**, Dorman Smith Switchgear Ltd. UK, Sep 1998
- **Lighting Design and Whitecroft Product Training**, Whitecroft Lighting Ltd. UK, Sep 1998
- **ABS Product and Sales Training**, ABS Pumps Ltd. Ireland, Sep 1998
- **Awali Electrical Services**, Bahrain Petroleum Company, Kingdom of Bahrain, Summer 1997
- **Bapco Power Generation Plant**, Bahrain Petroleum Company Kingdom of Bahrain, Summer 1996

## PUBLICATION

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Published a research article on '**A simple approach of optimum channel reservation for hand-over calls in cellular systems**' in renowned International Journal of Network Management, IntelScience

## PERSONAL PARTICULARS

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- **Date of Birth:** July 06, 1974
- **Nationality:** Bahraini
- **Marital Status:** Married
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