

USMAN WARSI

Senior Sales & Business Development Professional | Strategic Growth Leader

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Dynamic and result-driven Senior Strategic Sales and Business Development Leader with over 20+ years of strategic leadership experience across **Saudi Arabia, UAE, and Pakistan** in the Oil & Gas, Industrial, Commercial, Energy, and EPC Contracting & Construction sectors. Proven expertise in launching new revenue streams, driving high-impact strategic partnerships, and leading multicultural teams to exceed growth targets. Adept at aligning sales initiatives with organizational strategy, optimizing operations, and executing large-scale business transformations.

CORE COMPETENCIES

Strategic Leadership

Business Development Strategy | Key Account Management

Market Expansion

Joint Ventures & Partnerships | Revenue Growth & ROI Optimization

P&L Management

Cross-functional Team Leadership | Negotiations & Deal Closures | KPI-Driven Performance

Project Management

Go-to-Market Strategy | Change Management

ERP/CRM Proficiency

Bitrix, Odoo, SAP | MS Office | Adobe Suite | Google Workspace

KEY ACCOMPLISHMENTS | KSA

Spearheaded new product lines (E-Houses & HPHT Equipment Rental) at AlKifah Holdings, adding multimillion SAR revenue streams.

Achieved revenue growth of **20–30%** across three major companies (AlKifah, DACO, AGI) by streamlining operations and executing strategic sales initiatives.

Successfully secured **ARAMCO 9COM** registrations and QMS ISO 9001 implementation across multiple entities to strengthen compliance and open access to Tier 1 projects.

Forged high-value partnerships & landed major contracts through value-added consultative selling and data-driven business development strategies.

WORK EXPERIENCE

AlKifah Construction Equipment (AlKifah Holdings) | Dammam, KSA

Sr. Strategic Business Development Leader - Equipment Rental | Oil & Gas | E-House | Structural Steel

October 2020 – Continue.

- Spearheaded revenue growth and market penetration for **construction equipment rental services**, exceeding annual sales targets by **20–35%** through strategic client acquisition and key account management.
- Built and led high-performing sales teams, driving cross-regional collaboration and improving closing ratios by **over 30%** through targeted sales enablement and CRM utilization.
- Developed and executed **go-to-market strategies** for **HPHT (High Pressure High Temperature) equipment rentals**, resulting in a **50% increase in client base** across upstream oil & gas clients.
- Identified untapped markets and formed alliances with **EPC contractors, oilfield service providers, construction and industrial** sectors contributing to recurring high-value contracts.
- Acted as the **Product Manager for Steel Structures**, managing the full lifecycle from product development to market launch, optimizing cost-efficiency and introducing **E-House** that increased project turnaround by **40%**.
- Delivered comprehensive competitor analysis, pricing models, and value propositions that supported **strategic business decisions and market differentiation**.
- Directed multi-regional sales teams, achieving YoY growth and expanding market presence through focused leadership and coaching.
- Implemented a client retention framework that resulted in **90%+ customer satisfaction** and strong repeat business.
- Represented the company in **international expos, and C-level B2B meetings**, enhancing brand visibility and trust.

DACO Limited | Al Ahsaa, KSA

Business Development Manager

October 2017 – September 2020.

- Identified and executed strategic growth opportunities in the upstream Oil & Gas sector through market intelligence and client engagement.

- Built high-impact relationships with Tier 1 companies including Halliburton, Schlumberger, Weatherford, Baker Hughes, NPS, OilServ, MBPS, AlMansouri, Expro, and more.
- Recruited, developed, and managed a high-performing sales team to achieve company growth objectives and KPIs.
- Plan marketing and branding objectives including design print ads/marketing material and publication.

Cleveland Bridge Steel Co. Ltd. | Jubail, KSA

Asstt. Sales Manager

March 2016 – September 2017

They were into Structural Steel Fabrication, Erection and Engineering having facilities in United Kingdom, UAE and Jubail since 1877, 1976 and 2009 respectively. Located in 3rd Support Industrial Area, Jubail KSA.

- Executed regional business development strategy for structural steel solutions, contributing to top-line growth.
- Managed end-to-end sales cycles, from lead generation and proposal development to contract negotiation and delivery.

Abdallah AlFaris Group of Industries | Dammam, KSA

Sales Operations Manager

August 2012 – February 2016

They are working since 1976 into Structure Steel Fabrication, Machining and Engineering. Located at Abu Hadriya road, Eastern region, Dammam, KSA. Their main clients are Oil & Gas service and EPC Contracting companies.

- Directed KPI-focused sales planning, reporting, and operational support activities across multiple departments.
- Collaborated with finance and admin teams to enhance billing accuracy, customer satisfaction, and payment cycles.
- Oversee preparation of quotes for various EPC projects, performing cost analysis and comparison with competitor prices.

DAWN Industries FZE | Sharjah, UAE

Business Manager

September 2006 – August 2012

They were into manufacturing and supply of pre-fabricated houses having facility in Hamriya free zone Sharjah.

- Led commercial strategy, key account management, and operational planning for prefabricated housing solutions.

Ayyan Group of Companies | Lahore, PAK

Senior Sales Representative

March 2004 – August 2006

They were into heavy construction machinery selling having offices in Sweden and Lahore, Pakistan.

- Managed regional sales and marketing activities for heavy construction machinery; developed dealer networks and regional growth plans.

FUNCTIONAL EXPERIENCE SUMMARY

Business Development & Sales Strategy

- Opened new markets in **KSA, UAE, and Bahrain**, launching industrial products, technical services, and modular construction units.
- Formulated and executed **multi-year sales strategies** aligned with corporate growth plans.
- Leveraged competitive intelligence to reposition offerings and outperform rivals.

Key Account Management

- Managed high-value accounts in sectors like **oil & gas, construction, manufacturing, and government**.
- Built long-term relationships with key stakeholders, procurement heads, and project directors.
- Achieved **client retention rates over 95%** by maintaining service excellence.

Marketing & Brand Positioning

- Designed **B2B marketing plans**, including content creation, technical catalogs, LinkedIn branding, and trade exhibitions.
- Worked closely with internal design teams to craft visually compelling **presentations and pitch decks**.

Strategic Planning & Leadership

- Contributed to **strategic decisions** on product development, pricing models, and JV alliances.
- Led and coached diverse sales teams to surpass KPIs and drive a performance culture.

EDUCATION

- Bachelors in Business Administration (BBA-Hons).
Major: Marketing | GPA: 3.00/4.00
Preston University – Pakistan | 2002-2006
- FSc – Faculty of Science.
Major: Pre-Engineering
Grade: A+

CERTIFICATIONS

- Fire Safety Principles – UK
- First Aid at Work – (Merit) – UK
- Health & Safety at Work Place – (Merit) – KSA
- Microsoft Certified Application Developer. (MCAD)
- ISO 9001:2008 Internal Audit – KSA
- HACCP Level 2 & 3 – (Merit) – UK

LANGUAGES

- English
- Arabic
- Urdu/Hindi
- Punjabi

REFERENCES

- Nationality : Pakistani
- Marital status : Married
- Location : Dammam, KSA
- Visa Status : Transferable
- Driving License : KSA & Pakistan