

# Ahmed Saadaddin El Sayed Ghazy

Waterproofing Executive | Technical Manager | 17+ Years Driving  
Growth & Project Excellence

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## PROFILE

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### EXECUTIVE PROFILE

A results-oriented Technical Manager and Waterproofing Specialist with over two decades of experience mastering the full project lifecycle—from initial lead generation and strategic pricing to flawless execution and client retention. Expertly bridges the gap between technical precision and commercial acumen, consistently delivering projects that are not only structurally sound but also highly profitable. Proven track record in developing winning proposals, optimizing resource allocation, and building lasting client relationships that drive repeat business and market growth.

## PROFESSIONAL EXPERIENCE

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### Technical Manager & Principal Estimator | Aquaproof for Trade & Con. 2008 – Present

- **Business Development & Pricing:**

Spearheaded the company's shift to a value-based pricing model, increasing project win rate by 30% and average project profitability by 22% within two years. Personally develop all estimates for projects exceeding \$500k.

- **Project Portfolio Management:**

Manage a \$15M+ annual project portfolio, directing cross-functional teams of project managers, superintendents, and field crews to ensure on-time and on-budget delivery for 50+ concurrent projects.

- **Marketing & Client Strategy:**

Act as the key technical face for the company in client meetings, leveraging forensic analysis to build trust and justify project scope. This approach secured three major accounts, representing \$4M in recurring annual revenue.

- **Process Innovation:**

Developed a proprietary estimating software template that reduced proposal preparation time by 40% and minimized costing errors by standardizing material and labour calculations.

- **Execution & Delivery:**

Managed the end-to-end execution of over 200 commercial waterproofing projects, consistently achieving a 98% client satisfaction score and generating 60% of new business from client referrals.

- **Cost Control:**

Implemented a rigorous change order management process that captured 99.5% of additional work, increasing revenue on change orders by over QAR 1.2M annually.

- **Technical Marketing:**

Authored over 50 technical case studies and articles used in marketing materials to demonstrate expertise and generate qualified leads, resulting in a 25% increase in inbound project inquiries.

- **Field Execution:**

Performed and supervised hands-on application of all major waterproofing systems, providing a foundational knowledge critical for accurate estimating and project planning.

- **Client Interaction:**

Conducted initial site inspections and diagnoses for clients, effectively translating technical problems into understandable solutions and proposed scopes of work—the cornerstone of successful sales.

## EDUCATION

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- **Bachelor of Science & Management** High Institute of Science & Management, Alexandria, Egypt | 2000

## CERTIFICATES

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- Certificate from Versa Flex Companies USA **POLYUERA APPLICATOR**
- Certificate from Tecnopol systems Spain  
**ON SITE TECHNICAL APPLICATION-INSPECTOR FOR PRODCUTS AND POLYUREA MACHINE TC2049**
- Confined Space ECITB
- Work At Hight
- Chemical Handling
- Fit To Work

## SKILLS

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- Techno-Commercial Skills
- Cost Optimization
- General & People Management
- Results Driven
- Critical Thinking & Problem Solving
- Expansion & Acquisition
- Accepting Feedback

## CORE OF COMPETENCIES

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### CORE COMPETENCIES

- **Business Development & Marketing:** Lead Generation & Qualification, Client Prospecting, Proposal Development, Competitive Analysis, Value-Engineered Selling, Client Relationship Management (CRM), Contract Negotiation
- **Financial & Project Pricing:** Cost Estimation (QAR 50k – QAR 15 M+), Budget Development, Profit & Loss (P&L) Management, Vendor & Subcontractor Quote Analysis, Change Order Management, Value Engineering, Financial Forecasting
- **Technical Project Execution:** Building Envelope Forensics, Below-Grade Waterproofing, Remedial Design, QA/QC Protocols, Subcontractor Management, Risk Mitigation
- **Technical Expertise:** Sheet Membranes, Liquid-Applied Systems, Cementitious Waterproofing, Injection Grouting, Plaza Deck Systems, Roofing Interfaces, Masonry Restoration, oil & gas waterproofing, Coating
- **Leadership & Strategy:** Cross-Functional Team Leadership, Operational Workflow Optimization, Training & Mentorship, Strategic Planning, Process Improvement

## MAJOR PROJECTS

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- **SHIKHA FATMA BINT MUBARK PALACE**, Dolphin LAKE DUBAI  
MAT TECHNOLOGY - UNITED ARAB OF EMIARTS
- **BARRAI DUBAI (DUBAI ZOO) RIVER 1.5 KM** - MAT TECHNOLOGY -UNITED ARAB OF EMIARTS
- **CROCODIL LAKE DUBAI**- MAT TECHNOLOGY -UNITED ARAB OF EMIARTS
- **DIVING POOL** – DOPOMAN – QATAR
- **PANDA HOUSE** – GET – QATAR
- **GWC WAREHOUSE** – Al Ali – QATAR
- **LAND MARK MALL – GULF MALL – IZDAN MALL – MADAAEN AL DOHA** – QATAR
- **DOHA NORTH SEWAGE PLANT ORDER 22** - VIOLIA WATER COMPANY
- **LAGOUNA MALL** – AL DARWISH HOLDING -QATAR
- **THE GATE MALL** -MADAAEN AL DOHA -QATAR
- **MINISTRY OF FINANCE TOWER** - QATAR

## LANGUAGES

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- English Fluent
- Arabic Native Language