

# Asha Barad

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## CREATIVE | INNOVATIVE | CREDIBLE | RESOURCEFUL

Goal driven, dynamic **Senior Executive/Business Strategist** with 20+ years' international experience of delivering outstanding strategic solutions within the complex, competitive and highly regulated **power industry**. A proven ability to sell **highly technical products, theories, and solutions** with the required aftermarket support needed to **grow the business and increase the customer base**.

- ❖ Extensive experience of managing all business functions including business development, operations, finance, marketing, sales, recruitment, risk management, negotiations, construction modification and facility expansion.
  - ❖ Defines, develops and implements strategic plans to create new business facilities in line with business objectives.
  - ❖ Decisive leadership with a solid background in developing and managing teams.
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## AREAS OF EXPERTISE

### Strategic Business Planning

- Business strategist with a proven record for steering business turnarounds and facilitating transitions to new markets.
- Develops and implements strategic plans and solid internal structures to ensure profitable growth.

### Business Development Initiatives

- Established and developed new facilities across the Middle East to support business growth.
- Enhances growth opportunities, transforms corporate image and re-establishes profitability.
- Demonstrated ability to assess risk and respond accordingly.

### Leadership and Team Building

- Recruited and trained 130+ staff over four years, building cohesive management teams to support the business purpose and mission.
- 20 years' experience managing teams of 170+ employees across multiple territories in the Middle East.

### Key Account Relationship Development & Management

- Proven capability to develop client relationships from initial contact to final contract negotiation.
- Talent for influencing key stakeholders; strong negotiator and decision maker.
- Managed key accounts, representing 24% of the company revenue.

### Policy & Procedure Development

- Developed and implemented corporate/regional objectives, initiatives, policies and procedures, ensuring staff awareness and compliance.
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## PROFESSIONAL EXPERIENCE

### TALONS INC, USA

Distributor business focused on ...

Mar'00–Present

### General Manager – Talons Middle East, Dubai, UAE

Jan'03–Date

Recruited to lead and manage the profitable growth and development of the business in UAE including preparation of business plans/AOP and forecasting for the distributor. Lead, manage and motivate a team of 20 including recruitment, control and discipline in conjunction with HR. Oversee facilities including leases and rentals and accountable for occupational Health & Safety and injury management of all employees.

- **Consistently generates 20-25% gross profits;** directed and aggressively grew the region's sales revenue from \$8m to \$212m between 2002 and 2007. **Achieved strongest volume growth in the history of the company in the Middle East region.**
- **Received several awards:** Award for biggest distributor worldwide during 2006–2007 and the Talon's Award for the highest growth in the Central Area during 2005-2007.

- **Consistently exceeded AOP targets year on year** for Sales, Profit, SAR, FCF, ROANA & Market Share.
- **Restructured the distribution network**; ensured sales of Talons products across all main cities in Middle East.
- **Established new facilities in Lebanon, Afghanistan, Yemen, Iraq and Abu Dhabi** (UAE) to grow the business and support Talons' customers.
- **Actively promote QuickServe ensuring targets are met**, including participation in regular meetings.

#### **Operations Manager – Talons Middle East, Dubai, UAE**

**Jul'02–Dec'02**

Promoted to identify, develop and implement opportunities and plans to grow this newly established distributor business in the UAE including overseeing operations, devising business plans and sales/marketing strategy and managing key accounts,

- **Successfully initiated and developed the first power generation department in Egypt.**
- **Achieved successful sales performance, resulting in revenues of \$7.4m** in just 12 months in 2002.
- **Developed 14 facilities in the Middle East** to support business growth to increase customer satisfaction.
- **Achieved consistently high client satisfaction ratings** and coordinated special deals and bids.
- **Implemented an effective sales/service plan:** recruited, trained, developed and motivated staff; forecasted store sales; maintained budgetary controls, loss prevention, inventory control, and merchandising standards.
- **Led the implementation of and actively advanced the Distributor Excellence Plan.**

#### **Business Development Manager – Talons Power Generation Ltd, Kent, UK**

**Mar'00–Jun'02**

Hired to implement commercial, consumer, marketing and rental business strategies through dealer networks by implementing and developing tools and programmes to deliver strategies.

- **Monitored implementation tools and support use of Six Sigma methodologies** to help dealers analyse, manage and improve sales & service activities.
- **Supported dealer growth plans and initiatives** including recommendations for business model and structure.
- **Guided, participated, recommended and evaluated all Excel activities** within the dealer network; reviewed Excel implementation recommendations post audit and helped drive these through the network.
- Led analysis and recommendations for Talons owned operational start ups in the region where alternative Channel to Market was required due to dealer performance and capability.
- Implemented BU strategies through dealer networks; monitored progress and advised business leaders of status.

#### **GOLIATH CONTRACTING COMPANY, Saudi Arabia Divisional Manager**

**Jun'85–Feb'00**

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### **PROFESSIONAL AFFILIATIONS**

Chairman, ABC Distributors	2006–2007
Six Sigma Sponsor, Talons Inc, USA	2006–2007

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### **EDUCATION & PROFESSIONAL DEVELOPMENT**

**BSc Mechanical Engineering**, Cairo University, 2001

#### **Training courses:**

Treatment of Each Other at Work; Foreign Corrupt Practices Act; Collaborative Excellence Training; Acclivus Sales Negotiation; Export Policy; Code of Business Conduct; Action Selling Training; CPG Finance Training; LDS Training; Microsoft Projects; Management Skills for Top Managers; Effective Leadership that Delivers Results; Striving for Business Excellence; Bids and Contracts for Engineering Projects; Leadership and Team Building; Effective Report Writing; Documentary Credits & Letters of Guarantee.

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### **ADDITIONAL INFORMATION**

**IT Skills:** Computer literate, proficient user of MS Office

**Language Skills:** Fluent in English and Arabic