

SAMER R. AL-OMARI

Arabian Ranches, Mirador Gate 1, Villa 71, Street 5, Dubai, UAE

Tel: (971) 55 20 88 000

E-mail: samer.alomari@gmail.com | samer.alomari@outlook.com

PROFILE

I am a dedicated and gifted Multi-Industry Sales and Management Executive with 27 years of demonstrated ability to uncover new prospects and development potential, as well as provide operational solutions for complicated business settings. Talent for rejuvenating businesses through organic development and strategic investment and sales growth. Strong capacity to cultivate productive relationships inside and outside the oil sector and government entities to execute successful trading, sales, and investment plans.

KEY COMPETENCES

- ✓ Oil & Gas and Chemicals experience.
- ✓ Supply chain /logistics & contracting/procurement management.
- ✓ DAS (Distributed Acoustic Sensing) experience and market knowledge.
- ✓ Sales and operational excellence.
- ✓ Iraq Senior stakeholder/government officials' management and relationship building.
- ✓ Trading and Risk management.
- ✓ Project development and opportunity realization.
- ✓ Team Management and staff development.
- ✓ Customer and distributor management.
- ✓ Margin management and optimization.
- ✓ Company governance and crisis management.
- ✓ A global traveller with acute intercultural awareness and understanding.

KEY ACHIEVEMENTS

- ✓ Business Development in challenging environments.
- Established and maintained strong relationships with IOC's, NOC's, major players and large trading houses in the oil industry.
- Project managed feasibility and construction of Chemical Bulk Terminal operations in Jebel Ali port.
- Devised procedures for blending military specification jet fuels to supply 30% of US's European demand valued at \$110mil.
- Exceeded global middle distillates trading team targets by reaching 120% by year-end.
- Achieved \$3.5mil cost reduction for Shell Aviation of jet fuel purchasing in Europe by identifying different pricing and trading techniques and new sources of supply.
- Produced and implemented a successful multi-million-dollar investment strategy for storage and marketing for the Chemicals business in Dubai resulting in a 70% increase in net income in the first year.
- Identified new market segment by selling fuel oil components generating additional \$2.0mil margin.
- Identified and tracked tenders, contributed to bids worth multi million dollars for Government of Iraq for Ministry of Oil (refineries), Ministry of Transport (airports) and local governorates.
- Consulted for multi-billion-dollar company in pipeline manufacturing in Iraq and for a multi-million-dollar company in security system integration.
- Successfully managed a force majeure negotiation process post ISIS interruption of an ongoing project implementation.

EMPLOYMENT HISTORY

Optasense LTD

Business Development Manager

Apr 2018 – Aug 2018

- Generated sales leads, negotiated and closed deals.
- Engaged and educated prospects on the various benefits of OptaSense's DAS (Distributed Acoustic Sensing) service
- Networked, promoted and maintained excellent client relationships at the highest level by consistently communicating and delivering value
- Developed and prepared proposals and quotations.
- Prepared forecasting reports by collecting, analyzing, and summarizing sales information which including sales progress, prospect relationship management data, bids won and lost and contact history with major accounts
- Gathered market information about competitors' rates, competitor and industry utilization, ongoing projects and future proposals
- Worked with sales team members to develop a coordinated sales strategy for major accounts
- Assisted in the development and execution of the general sales and marketing strategy.
- Maintain professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, benchmarking state-of-the-art practices, participating in professional societies, trade shows and industry events.

IBBC (Iraq Britain Business Council)

IBBC Representative UAE

Apr 2016 – May 2017

- Nurturing existing member companies working in Iraq from Dubai headquarters.
- Finding and securing a substantial number of suitable new member companies.
- Holding major conferences for development of Oil and Gas sector and multi sector seminars.
- Promoting rigorously IBBC goals model and profile with the aim of contributing significantly to the growth of the organization.
- Assisting in developing new business in Iraq.
- Ensuring member companies based in Dubai are at all times fully conscious of changes in Iraq that may affect their business environment.
- Enhancing knowledge flows between London office, board members and staff.

Olive / Restrata Group

Business Development Director | Senior Advisor – Iraq

Oct 2013 – May 2018

- Represent publicly and internally holding company and shareholders at a strategic level.
- Identify, introduce and qualify business opportunities and prospects to the Group.
- Attend and assist with clients and partners meetings, relationship building and general business interaction.
- Assist and lead contract negotiations with clients and partners.
- Work with the Group leadership to negotiate and conclude the terms upon which the Group may enter into joint venture agreements with strategic partners.
- Advise and co-ordinate with senior management to manage compliance and operations.
- Provide support and interpretation advice to senior management.
- Assist with managing contracts during their lifecycle.
- Assist in evaluating and preparing responses to tenders as well as closing sales.
- Working with Restrata Group as a Senior Advisor from Jan 2016 till date

ME Consultancy - Development of Energy, Gas & Oil (Baghdad & Dubai)**VP- Business Development – Iraq****Aug 2010 - Oct 2013**

- Focused on Oil & Gas, Refining, Petrochemicals, Power and Security sectors.
- Tracking & Compiling market intelligence on projects, tenders and awards.
- Unearthing new industrial business opportunities in Iraq.
- Identify partners, provide client and investor introductions with high-ranking officials and businessmen.
- Provide business support, legal advice and company set up services.
- Creation and development of key relationships for projects and agreements with International companies
- Preparing reports and presentations to management.

Emirates Gate Real Estate Broker LLC**Jan 2004 - Aug 2010****Managing Director (Dubai, UAE)**

- Founded the consultancy company with an initial staff of 4 and achieved expansion of the business to over 50 staff members in 3 years.
- Established the company's niche market in the minds of clients who range from local investors and businesses to multinational corporations.
- Significantly reached an annual turnover of AED 50 Million for the year 2006 and successfully relocated over 600 corporate customers.
- Identified specific market direction and provided Capital Gains opportunities for primarily Iranian clients and prime investors.
- Successful in promoting company sales value to over 400 million per year.

Shell International Petroleum Company**Apr 1989 - Dec 2003****Project Manager – supply and new market entries (Shell Aviation – London)**

- Conducted due diligence and investigation of the infrastructure and supply chains for Avgas export into Russia
- Reviewed channel management and proposed new governance structure.
- Focused on the improvements of the supply chain and infrastructure.
- Identified opportunities to reduce logistical costs by 600k USD with limited investment.

Jet Oil & Jet Business Development Manager (Stasco – London)**Sep 2001 - Dec 2003**

- The lead European jet trader, member of 21 global middle distillates trading team within Shell's Global Trading Network.
- My strong relationship with North African National Oil Companies provided Shell with access to new product sourcing and additional logistical flexibility.
- Was able to develop new sales outlets (Military) thus providing additional trading optionality to generate additional income streams.
- The Shell Trading representative within across-functional team along with aviation and Supply. The team worked to maximize jet business opportunities in Europe and West Africa on an integrated basis across various Shell operating units.

Area Sales Manager – Near East (Belgian Shell – Belgium)**Jun 1998 - Aug 2001**

- Responsible for sale and marketing of all packed lubricant, greases, base oils and aviation products produced in Europe for exports to North East Africa, Central Asia and the Middle East.
- Contributed in full automation of the export process.
- Coordinating data collection and input of nine production plants exporting to a global customer base.
- Managed the implementation of SAP (SM module) for all lubricants and grease production plants in Europe.
- Coordinated the creation of purpose built software to address the complex transactions for production, Pricing, export logistics and invoicing from Lubricants production plants around Europe.

Senior Fuel Oil Trader (Shell Netherlands – Holland)**Jun 1995 - Jun 1998**

- Lead a team responsible for optimizing a 4 mil ton per annum refinery production of fuel products to the most profitable channel of trade.
- Trading, marketing and supplies of fuel oil produced at Pernis, the largest refinery in NEW for the local and export markets. Successfully trade positions on profitable basis with third parties.
- Utilized risk management tools to minimize effects of adverse price movements.
- Imported and traded fuel oil and components from major supply areas.

Chemicals & Special Products Manager (Shell Marketing M.E. – Dubai)**May 1992 - May 1995**

- Directed feasibility study to construct chemical bulk terminal operations at Jebel Ali Port. Devised a 5-year strategic plan for Shells entry into the Middle East Market.
- Project managed the implementation from strategy to final construction and inauguration of terminal.
- Managed commercial and operational activities including chemicals bulk terminal operations for the Middle East, CIS and Africa.
- Negotiated supply contracts and logistics with international Oil companies.
- Developed the business into a major contributor to the company's bottom line through leadership, staff motivation and customer-oriented focus.
- Conducted and implemented a multimillion-dollar study project on chemicals distribution in the Middle East.
- Enhanced the distributorship network in the Gulf region through identifying, evaluating and assigning suitable distributors / agents.

Marine Lubricants Manager (Shell Marketing M.E. – Dubai)**May 1989 - Apr 1992**

- Invested in creating a robust logistics supply chain for increased marine lubricants sales.
- Developed new business, serviced and maintained existing customer base and distributor network.
- Negotiated contract renewals, exceeded projected sales performance levels by 40% year on year.
- Co-created from scratch, a purpose built software for Marine lubricants business & international clients globally. I was able to promote the software to affiliate Shell companies around the globe.

Sale Manager / Technical Adviser (Al-Hamra Kuwait Company – Kuwait)**Mar 1987 - Apr 1989**

- In charge of marketing, sales and application of waterproofing materials. Responsibilities included specification writing, pricing of tenders and contracts, job execution and technical advice to consulting firms and clients. Researched market opportunities for new building products.

LANGUAGES and EDUCATION

English	- Fluent
Arabic	- Fluent
Farsi	- Fluent
Dutch	- Conversational -Basic

Bachelor of Science Degree in Civil Engineering	- 1986 (Montana State University, Montana, USA)
Associate of science Degree in Pre-Engineering	- 1981 (Claremore Junior College, Oklahoma, USA)
Blockchain for Business	- 2018 (Linux Foundation (Edx), online course – ongoing)

REAL ESTATE TRAININGS (Dubai, UAE)

Association Management Course	- 2010 (Dubai Real Estate Institute & RERA)
Real Estate Certified Practitioner's Training	- 2008 (Dubai Real Estate Institute & RERA)
Property Management Certificate Program	- 2007 (Management and Real Estate Academy)
Property Evaluation Experts Program	- 2007 (Management and Real Estate Academy)

COLLEGE OF PETROLEUM STUDIES OXFORD (CPS)

The International Petrochemicals Business	- Sep 1996
International shipping of Crude & Products	- Jan 1998
Risk Management & Technical Paper Trading	- Oct 2002

Shell Courses

Marine lubricants (application & blending)	- 1989
Marine lubricants operations & logistics	- 1990
Petrochemicals Introductory Course	- 1992
Chemicals Health and Safety Environment Course	- 1992
Advanced Marketing Management course	- 1993
Managing others	- 1994
Understanding Business Finance	- 1996
Negotiation Skills	- 1997
Advance negotiation skills	- 2001

PERSONAL DATA

British/Jordanian dual nationality holder, male, 61 years old, in excellent health, married with three adult children. A passionate world traveller, visited 123 countries and lived in 7 countries on three continents.