

# Safyan Ali

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- *Canadian Immigrant (PR)*



## Background summary

**Eight years** of vigorous experience in the industrial automation and process control industry. Started career in 2006 as “**Design & Application Engineer**” and acquired hands on experience (programming, documentation, HMI development, FAT, commissioning etc.) on different PLCs, DCS & ESD systems. Later in 2009, moved to Dubai U.A.E. as “**Senior Application Engineer**” and started managing projects through all phases from concept, engineering design, class approval, supply/prefabrication, shipment and on-board installation/integration. In 2010, switched the professional trajectory from Engineering to Sales & Marketing and started enjoying multi exposure in Middle East. Currently, employed as “**Proposal/Sales support & marketing engineer**” in HIMA Middle East and responsible for preparing technical proposals for industrial Safety Instrumented Systems and taking care of Marketing activities within the region.

## Education, Skills & Certifications

<b>Education</b> March 2006	<b>Mechatronics &amp; Control System Engineering</b> University of Engineering and Technology, Lahore
<b>Certification</b> Jan 2014	<b>TÜV Rheinland Functional Safety Engineer 7869/14</b>
<b>Skills</b> PLC/DCS/SIS HMI/SCADA Others	<b>Allen-Bradley, Honeywell, HIMA</b> Wonderware, RSView Proposal making, Sales, Marketing & Negotiations

## Work experience

<b>Since</b> <b>March 2012</b>	<b>HIMA (Middle East)</b> Proposal/Sales support & Marketing Engineer	
	HIMA is the world's leading independent German designer of automated safety solutions used in the process industry.	
<b>General</b>	Prepares technical proposals and cost estimates for industrial SIS applications and engineered solutions which include design engineering, installation and commissioning of Oil & Gas, Chemical and Petrochemical industries with primary focus on ESD, Fire & Gas and leak detection applications. In addition, I am responsible to execute key marketing activities within the Middle East region.	

<p><b>Responsibilities</b></p>	<ul style="list-style-type: none"> <li>▪ Prepares RFQ bid packages for products and services and work closely with purchasing to obtain competitive pricing and ensure commercial requirements are addressed by 3rd party suppliers.</li> <li>▪ Preparing of detailed BOM's, defining man hours and preparing/submit commercial offers</li> <li>▪ Aligns and applies entire scope of HIMA products, solutions and services to meet the customer's business goals.</li> <li>▪ Evaluates customer RFQ's to create advantageous position for HIMA.</li> <li>▪ Provides technical support to sales group and may participate in on site visits and technical discussions with customer/consultants.</li> <li>▪ Responsible for achieving validation of technical aspects of the solution offered in the bid.</li> <li>▪ Works closely with the Project Management and Project Execution (Engineering) teams to ensure timely and accurate deliverables</li> <li>▪ Contribute to customer negotiations during the bidding phase</li> </ul>
<p>Sep. 2010 Feb 2012</p>	<p><b>Guardian Telecom (Middle East)</b> Sales Manager Middle East</p>  <p>Guardian Telecom Inc. is an Alberta base Canadian corporation and world leader in the design and manufacture of industrial communication equipment. The company is providing communication solution to Industrial, Aerospace, Oil &amp; Gas, Off-shore, Petrochemical, Mining, Transportation, Emergency Notification, Food Industry, and Correctional Institutions etc.</p>
<p><b>General</b></p>	<p>Meeting sales goals, Negotiation, Selling products to customer, motivation for sales, Sales planning, Building relationships, Managing processes, Market knowledge, Developing budgets, Company and product registration in major Oil &amp; Gas companies in ME</p>
<p><b>Responsibilities</b></p>	<ul style="list-style-type: none"> <li>▪ Determines annual unit and gross-profit plans by implementing strategies; analyzing trends and results.</li> <li>▪ Establishes sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.</li> <li>▪ Performs sales activities on major accounts and negotiates sales price and discounts</li> <li>▪ Formulates all sales policies, practices and procedures within ME &amp; NA.</li> <li>▪ Evaluate product to meet customers' technical requirements and specifications.</li> <li>▪ Maintain relationship with the local distributors.</li> <li>▪ Apply and follow up for vendor registration in region's major Oil &amp; Gas companies.</li> </ul>
<p><b>Customers</b></p>	<p>ADNOC, ADMA, ADGAS, Abu Dhabi &amp; Dubai Municipality Saudi Aramco, SABIC, SEC, PDO, Vale, Qatar Petroleum, Qatar Gas, QAFCO KNPC, KOC, SGC (Iraq), BAPCO (Bahrain) etc.</p>



March 2006  
Aug. 2010

**Avanceon**  
Senior Application Engineer

Avanceon is a control system integrator. The corporate headquarters is located at Exton, PA USA, with company operational facilities in South Asia and Dubai, UAE. The company provides services, solutions and products to Petrochemicals, Transportation, Oil & Gas and other industries.

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**General** Driving and directly managing projects through all phases, from concept, Engineering design, class approval, supply/prefabrication, shipment and on-board installation/integration. Responsible for planning, evaluating, organizing and implementing automation related projects and initiatives.

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**Responsibilities**

- Prepare project plan/schedule using tools and manage it during the execution of project
- Plan and coordinate the "Kick-Off meeting"
- PLC/DCS configuration & programming
- HMI development & configuration
- System design, (Hardware & Software)
- Commissioning at site
- Design, development & testing appropriate functionality
- Preparation of all design documents & drawings
- Set up systems for "Factory Acceptance Test (FAT)"
- Ensure that the deliverable meet all criteria of good engineering practices
- Conform to International as well as company's standards.
- Conduct training sessions in house and at customer site.

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**Projects**

RTA Dubai: Dubai Metro Green Line BMS Project  
 Saudi Aramco: Islanding and load shedding system  
 PAN Ocean Oil: Process control & ESD system (Nigeria)  
 Safer : Alif Gas CPU Facilities ESD System (Yemen)  
 Attok Refinery: Control system up gradation of entire plant on Honeywell R300  
 Al Moiz Sugar: Process control & ESD system  
 PTC Akora: Boiler control system

## References:

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*"References available upon request"*