

MAZEN BRIMO

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SENIOR BUSINESS DEVELOPMENT EXECUTIVE

Client Development | Marketing & Sales | Revenue Growth | Territory Expansion

CORE COMPETENCIES

- Pricing Strategy Development
- Negotiation & Influencing
- Enterprise Resource Planning (ERP)
- Client Relationship Management
- Contract Management/Deal Closing
- Lean Six Sigma Improvement
- Project Management
- Organizational Capability Analysis
- Product Development
- Service Delivery Excellence
- Inventory Optimization
- Leadership – Team Building
- Staff Training & Development

- **Seasoned corporate development executive** who builds partnerships and business relationships to accelerate strategic development for organizational build and expansion on a global scale.
- **Strong financial acumen** with the ability to reduce costs through sales inventory operations planning, materials allocation, and supply chain/fixed capital optimization.
- **Data-driven decision-maker** who leverages market, competitor, and customer trend information to recommend strategies that drive company growth and success.
- **Visionary people leader** who fosters professional development and advancement opportunities for senior leadership and colleagues.

CAREER HIGHLIGHTS

- ♦ Successfully co-founded Saudi Drill in July 2017 as Business Development Manager responsible for accelerating global growth in a competitive market.
- ♦ Generated long-term, \$3.5M agreement to supply proppant to a global company at Saudi Drill.
- ♦ Secured environmental contract with Saudi Aramco for \$1.5M.

PROFESSIONAL EXPERIENCE

Saudi Drill Co. LTD, The Woodlands, TX

2017 – Present

Senior Director of Business Development, 2020 – Present

Develop the regional vision and roadmap that drive global plans for the organization's accounts. Contribute to product lines of business and annual marketing initiatives. Evangelize corporation's brand and identity, implement strategies for new business generation, and accelerate sales in a competitive market. Partner with business directors to manage career development, staffing gaps, and consulting resources. Oversee internal budgets and forecast expenses for annual business planning. Collaborate with various internal departments including finance, HR, marketing, and recruiting.

Selected Contributions:

- ♦ Oversaw 12 direct reports responsible for assisting clients in accelerating business product and service introduction to the Saudi Arabia market.
- ♦ Assisted partner to gain position on Saudi Aramco's preferred vendor list, enabling award of 1st-ever \$1M contract.
- ♦ Introduced the Middle East region to the 1st drilling pipe manufacturing plant forecasting \$125M in potential revenue as well as non-metallic basanite flex rebar (BFRP).

Business Development Manager, 2017 – 2020

Co-founded and cultivated growth from the ground up. Offered global company clients assistance in expanding business to Saudi Arabia. Cultivated and retained trusting, lucrative, and mutually beneficial relationships with key decision-makers to drive sales and market growth. Oversaw 7 direct reports and trained individuals in recommending new consulting offerings or capabilities that meet current or prospective customer/client needs.

Selected Contributions:

- ♦ Grew company revenue through the development of strategies that established and expanded partnerships or business relationships on a global scale.

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Business Development Manager (continued):

- ◆ Guided decision-making for sales and marketing by presenting client, market, and competitor activity data to company leadership.
- ◆ Ensured validity and accuracy of business/partnership agreements by first negotiating agent commissions and joint venture percentages prior to final signing.

United Business Petroleum Company, Houston, TX & Al-Khobar, Saudi Arabia

2007 – 2017

Business Development Manager, 2015 – 2017

Partnered with and represented U.S. and European manufacturers/service providers to introduce their products and services to the kingdom of Saudi Arabia. Provided strategic thought leadership to energy sales team to meet growth goals in Saudi Arabia. Demonstrated organizational mission and core values as global representative.

Selected Contributions:

- ◆ Spearheaded the development and implementation of scalable processes that facilitated growth and management of a balanced pipeline and rapid company expansion.
- ◆ Resolved issues as conflict manager between marketing, sales, customer success, and technology divisions.

General Manager | Co-Founder | Investor, 2008 – 2015

Gained trust of manufacturers and service companies to secure partner or representative contracts in Saudi Arabia to expand their business. Built, led, and developed/trained functional team. Coached individuals to utilize best practices and improve overall company performance through individual contributions.

Selected Contributions:

- ◆ Oversaw 10 direct and 5 indirect reports globally.
- ◆ Entrusted with higher levels of responsibility after driving accountability for results and developing individual team members to increase their personal contributions.
- ◆ Optimized pricing strategies to increase revenue in collaboration with finance and operations team members.
- ◆ Secured a 3-year, \$5.8M contract by assisting client with immediate access to vessels for project initiation.
- ◆ Aligned strategic objectives, annual goals, metrics, and resources across all functions by building a solid network of regional, group, and sector functional resources or stakeholders.
- ◆ Generated additional revenue between \$800K and \$1.7M by providing customers in a competitive gasket Saudi market with gaskets of higher quality and price with a longer warranty and rapid customer service.
- ◆ Increased average deal size and improved forecasting accuracy at United Business Petroleum Company by leading sales meetings to track success and hasten deal cycles.
- ◆ Collaborated with regional and global colleagues to co-found the United Business Petroleum Company in 2008.

EARLY CAREER

Superior Enterprise Agencies, Inc., Orlando, FL

Founder & Chief Executive Officer (CEO)

Century21, Orlando, FL

Director of Sales & Marketing

EDUCATION & TRAINING

Master of Business Administration (MBA), Marketing | Southern National University

Bachelor of Science, Computer Science & Business Administration | Truman State University

LANGUAGES

English (Professional Fluency) • Arabic (Native Fluency)