

Gerard (Gerry) Phayer

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Managing Director / General Manager / Business Developer

Comprehensive background & knowledge in operational leadership and business development with extensive experience of successfully leading & managing teams in the GCC and throughout the Middle East. Exceptional ability to interact and build relationships with development owners, investors, architects, consultants, prime contractors, sub contractors & end users. Background includes targeting and winning projects across the Middle East, including airports, hotels, shopping malls, high rise buildings, oil & gas facilities & refineries, industrial facilities, warehousing, airports, aircraft hangers, etc.

CORE COMPETENCIES

Sales, Presentation and Business Development Expert. General Management Leader with an Innovative approach. Strategic Analysis & Planner towards maximizing ROI. P&L Responsibility. Stakeholder Management. Training & Development Mentor. Global Market Management. Client Relationships Guardian. Cross-Functional Teamwork with excellent Communication Skills. Skilled Solution Seeker.

EXPERIENCES AND ACHIEVEMENTS

ARABIAN THERMAL AIRE INDUSTRIES CO. LTD.

2008 – June 2017

Group Business Development Manager – Middle East

Directed the daily operations at an organization that delivers business solutions for air management and distribution systems, power generation ventilation and acoustic systems, acoustic consultancy and surveys, and mechanical engineering applications. Led a regional team comprised of a Sales Manager in Saudi Arabia supported by Regional Sales Engineers in Jeddah, Riyadh and Jubail. Visited regional GCC markets/teams on a weekly and monthly basis.

- Grew the business from sales of SAR 40 M per in year 2008 to SAR 100 M by year 2015.
- Systematically grew margin revenues to an average of 45 to 50%.
- Closed out the Musheirib Project/Heart of Doha for a value of QAR 14 Million for Dampers and the Barwa Commercial Avenue project for a value of QAR 12 Million for Ducting with full ancillary products.

TYCO BUILDING SERVICES PRODUCTS (Middle East)

1998 - 2008

Branch Manager (2001 – 2008); Sales Manager (1998 – 2001) – Middle East

Managed operations that included the complete scope of water based fire and foam suppression materials; mechanical grooved fittings and related coupling systems together with piping, metal framing, supports and cable management systems. Supervised a team of 10 regional sales managers. Worked with major consultancies and offered competitive package solutions to end users including M&E sub and prime contractors.

- Instrumental role in bringing Tyco products back into the Saudi Arabian and Iranian markets and increased the ROI beyond target for several years running.

Previous Roles: Export Sales Manager – Building Materials; Export Sales Manager

\$10 MN sales of Ductile Iron Pipe to Ismailiyah Governate in Egypt. \$3 MN sales for Design, Engineer, Fabricate and Erect 1,000 tes of Structural Steel for the Royal Saudi Air Force for use with American Air Force AWACS surveillance aircraft which had 100 Meter clear span.

TRAINING

Understanding the Foreign Corrupt Practices Act, Dubai
International Traffic in Arms Regulations 'ITAR,' Dubai
OCR Compliance and International Trade Approvals, Barcelona
Factory Mutual 'FM' Standards – Factory Mutual Facility, Cranston, RI
Environment, Health & Safety 'EHS,' Orlando, FL

LANGUAGE SKILLS: English (mother tongue); Irish (fluent); Arabic (basic); Armenian (basic)