

Respected Sir,

Greetings!!!

I hereby wish to apply for the position of **Director/Division Head Surveillance & Innovation Solutions-GCC/ Kingdom of Saudi Arabia** at a Company. I believe your company is the ideal place for me to utilize my skills.

I have relevant 28 years' work experience in the area of ELV/ICT & Smart City (Technology & Cyber security) Distributors/ Partners Management, OEM product Marketing, Design Validation, Alliance Partners Management, System Integrators, Business Strategy, Strategic Stakeholder Management, Vendor Management, Strategy Planning, End User/ Consultant Management, Program management, Consultation, Software Business, Customer/Consultant Approvals, Designing of Different solution based on the end user requirement and followed by ASIS, HCIS, ISPS, SAMA, Civil Defense Standard, MOI, ICAO UIC-International Union of Railways & Aramco Standards, Engaging/managing with different Suppliers, 3rd part systems integration, Project Management, AI solutions (IT, Cyber security, Physical Security, Smart Baggage Machines/Explosive detection+ Ensure that travel document images and facial recognition systems+ Smart-Automated parking with Under Vehicle Scanning + AI-driven passenger assistance, Display Solution, data center Solutions, Smart Lighting Automation, Cloud Solutions, construction Robotics, 3D Construction Printing Technology, Train/Bus Solutions, HVAC, Fire, Audio Visual, Data center, Control room Management, BMS, Smart Parking/Building Solutions, PA, Traffic/Municipal Violation, Intrusion, Smart meter, AV Charger, battery Solutions, Green Energy, Solar solutions, Cloud services, Drone Surveillance, Smart City solutions, Waste Management, display Screen, AIoT & Integration solutions design) Marketing & Services therefore I believe to be a suitable candidate for this position, since I possess all the necessary qualifications in Middle East and Asia experience to perform my duties effectively and efficiently.

As you may note in the enclosed resume, I have excellent results in managing resource allocation among different sectors in order to maintain a quality portfolio. In addition, I have demonstrated capability to understand technological and business initiatives, and I am experienced in managing teams and marketing to ensure punctual completion of work, preserving expected workload of each team member.

By employing all my skills and competences, I supported company top management in the development and implementation of the business strategies. I have worked with the most prominent business leaders, such as Brinks, Tyco International/Johnson Control, G4S, Thales, Alhamrani group, Hikvision, & Nesma and have often been praised and rewarded.

Thank you very much in advance for your consideration.

Thanks & Regards

Syed Wasif Mukhtar
+966540912267

Note:

We have already worked on the following solutions

- **TATA Communication -LoRaWAN Gateways (Parking, Waste material management, Smart Lighting, and other municipal violations Urban /Rural)**
- **Raseel /Lucy Platform Integration (Medinah Development Authority, Riyadh & Al Ula has been awarded ISO 37120 Platinum Certification-WCCD)**
- **CCTV, Fire, AV, PA, PIDS, parking AI solutions, Industrial/Smart City, Traffic Violation & Stadium Solutions**

SYED WASIF MUKHTAR

Summary :

Results-driven executive with over 28 years of experience in leadership roles, including Head of ICT Business & Innovation Smart City Solutions -Saudi Arabia. Proven track record of driving Business and operational excellence, revenue growth, and building high-performing teams. Strategic thinker skilled in problem-solving and implementing growth strategies. Bachelor of Engineering & MBA graduates are Passionate about creating a future of success and innovation. Excited to leverage my expertise to drive the growth and success of a dynamic organization.



Life Philosophy:

“The best way to predict the future is to create it.”

Strengths

- **Leadership & Cross-Functional Collaboration**
Led a team of 40+ employees, resulting in a 20% increase in productivity and improved team morale
- **Business Strategic Thinking**
Developed and implemented a long-term growth strategy
- **Problem Solving**
Resolved complex business challenges, leading to a 25% reduction in costs and an enhanced operational efficiency
- **Return On Investment (ROI) in Business**
Established the maintenance and recurring contract with different end users
- **New Business Activities**
Cloud Storage, Rental Services/Devices, Control Room/Data Centre Management, Smart City Solutions , Green Energy & AI Smart Airport & Stadium Solutions
- **Client Relationship Management**
Establish and maintain the existing and new client Management (B2B, B2C,B2G, B2B2B)

Successful Alliances

- **Established local OEM Security Equipment Manufacturing facility -2024 (Saudi Made)**
- **Established local RMA centres**
- **Established Local R&D Centre**
- **Established the Cloud Storage Business-Commercial Business (B2B)**
- **Online & Offline Technology Transfer Knowledge Sessions courses (B2C)**
- **Renowned Technology Alliances/Integrations**
 - **AIoT,CCTV, ACS, Intrusion, HVAC, Parking solution, Fire Alarm System**
 - **VMS/PSIM**
 - **Raseel /Lucy**
 - **Artificial Intelligence solutions & Smart City Solution/Green Energy/Waste Material**

Career Objective:

To serve in a progressive organization offering a challenging environment and vast opportunities for career development based purely upon achievement and results.

Education

MBA (Artificial Intelligence & Smart City/Stadium Solutions) From International University of Applied Sciences

MBA (Business Administration & Marketing) from Institute of Business Administration

B.E. (Electronics) from N.E.D University of Engineering & Technology

Diploma - Quality and Risk Management

Key Skills

My diverse experience includes, but is not limited to:

- Business Strategic Planning
- Team Leadership
- Business Development (B2B, B2C, B2B2B, B2G & M2M)
- Financial Analysis
- Change Management
- Project Management/ Operations Optimization
- Product/ CMS/traffic /Safe city, Public Security, BMS & HVAC management
- Artificial Intelligence- Fire & Security Systems Designing
- Facility/Maintenance Management
- Central Monitoring Station Operations
- Integrated Solution Designing
- Physical Security Management & Consultant
- Strategic Account Management
- Thermal & Radar Solution designing
- Distributor & Channel Partner Development & Management(Technology & Cyber Security)
- Operations & Services Management
- Risk & HSE Management
- Customer Services
- Technology & Cyber Security Alliance Partners Management
- Bid and Tender management
- Marketing Strategies
- Establishment of new department
- Implementation of safety policy and procedures
 - report writing (Including accident and incident reports)
- Track record of increasing responsibility in secure network design, systems analysis / development, and full lifecycle project management.
- Demonstrated capacity to implement innovative security programs that drive awareness, decrease exposure, and strengthen organizations.
- Hands-on experience leading all stages of Security Person, system development efforts, including requirements definition, design, architecture, testing, and support.
- Outstanding leadership abilities; able to coordinate with civil administration, Government Department and direct all phases of project-based efforts while managing, motivating, and leading project teams.
- Adept at developing effective security policies and procedures, project documentation and milestones, and technical/business specifications.

Core Competencies

- Product Management, Facility Management, Physical Security Management, Technical, Project, Operations, HSE, Sales, Networking, Business Development, Maintenance Management, Fire & Security Systems Design (Security Surveillance, Alarm System, Video Verification, Access Control,
- Under water detection system, Vehicle Tracking,AIoT, Parking Management,Traffic Violation solutions, Smart Safe City, Management of Central Monitoring Station) Project
- Innovations Solution based on Artificial Intelligence & Automations
- Customer Services/Relation (Govt. MNCs)
- Data Integrity, Recovery, Research & Development
- Business Impact Analysis
- Disaster Recovery Planning & Risk Assessment
- Regulatory Adherence
- Contingency Planning

- Project Management
- Cost Benefits Analysis
- Support Services Management

QUALIFICATIONS AND ACCREDITATIONS

Throughout my professional history I have attended many courses to aid in my development, these include:

- Accident reporting and MasterMind -Intrusion alarm software (Singapore)
- Security Product management (Singapore)
- Central Monitoring Station Management (Pakistan/Singapore)
- Electronic Fire & Security Systems Designing (UK)
- Physical Security & CIT Management (UK)
- Electronic Security Systems (Singapore)
- Customer Services management (Pakistan/Singapore)
- Banks/BTS Security (UK)
- Risk Management-Tyco Academy (AS/NZS ISO 31000:2009)
- HSE -Tyco Academy (BS OHSAS 18001:2007, BS EN ISO 9001:2008)
- Port Security & Maintenance, Sea guard pro System-ISPS Application (Singapore)
- Airport Security- Application (Singapore)
- Physical Security Consultant (Pakistan & UK)
- DM CCTV System (Dubai)
- Indigo Vision CCTV System (Dubai)
- Bosch –Fire, Security, Access Control & Intrusion Systems (Dubai/KSA)
- G4Stec- Access Control System (Dubai/KSA)
- G4S-CCTV (Dubai)
- Facility/ Maintenance Management (Dubai/KSA)
- Sonar Underwater Intrusion Detection System (KSA)
- Geoequip PIDS-(KSA/Dubai)
- Metro Security and Management (KSA)
- Unmanned Surveillance (Tyco Academy)
- Telecom /BTS Security (Tyco Academy)
- Integrated Solution (Tyco Academy)
- Project Management
- Thermal & Radar Solution (Obzerv Technology, Hikvision , Flir & Fluke)
- Maintenance Management (Tyco Academy)
- Energy Management -ISO 50001 (UK)
- Energy Audit-AS/NZS 3598.1 (UK)
- Energy Audit -EN 16247 (Germany)
- LEED -Leadership in Energy and Environmental Design (Dubai)
- Pricing/Bid Management (Dubai)
- Support Management (Dubai)
- General management (Tyco Academy)
- Operation Management (Dubai)
- Safe & Smart City Solution (Dubai)
- Train & Bus Solutions(Hikvision)
- Hikvision Product & Solution (Dubai)
- BMS & HVAC (Tyco Academy)
- AI Construction Robotics/3D Construction Printing Technology Solution
- Smart City Solutions – Cisco & Huawei
- Industrial, Waste material & Smart City Solution- AI Solutions (China)

Experience to date

NESMA Technology – Head of ELV/ ICT Business & Innovation, Smart City Solutions -MENA – (2025 to Present)

- Partners Business Development Strategy (B2B, B2C, B2B2B , B2G & M2M)
- Product Management
- Maintenance Projects Management
- System Integrators Management (Technology & Cybersecurity)
- Project Management
- Designing of Fire & Security Project (IT, AIoT, Fire, Security Surveillance ELV,, Solar , software, AI construction Robotics, 3D Construction Printing Technology, AV Charger, Smart City Solutions, ICT Business, Audio Visual Solutions, Data Center, communication, BMS, HVAC, Valves, Border Security, Underwater Detection System, & Public Safety)
- Business Development B2B2B (IT, AIOT, Physical, Fire & Security, Lighting Automation, Solar, AV Charger, Smart City Solutions, Construction AI management Solution , Display Solution, Smart parking/Building Solutions, Data Center , Communication BMS, VSAT, HVAC solution & Integration Solutions)
- Management of Technical, Sales & Operations staff.
- Answer to RFI/RFQ/RFP together with the Sales Managers
- Participate in conferences, shows, and exhibitions when appropriate and requested
- Proactively scopes the technical solution required to address customer requirements, assess customers' met and unmet needs, and recommends optimum solutions, ensuring appropriate support for the proposed architecture.
- Shares with Sales Manager assigned targets for profitable sales growth in assigned product lines and/or market areas.
- Provides coaching and professional development to the Division's members
- Opportunistically pursues additional business development opportunities within customer firms, ensuring these opportunities are effectively covered and followed up on by the sales team.
- Monitors R&D/ customer support for technical solutions proposed throughout the sales process, and alerts the sales and account teams to potential risks of deal closure.
- Provides training to customers when needed
- If required, acts as a Project Manager for each deal to ensure the final solution is delivered to the customer's expectations and initial proposals
- Follows and shares market technological needs and evolution with the Chief Operating Officer.

Hikvision , - Senior. Manager Business Development & Techno Commercial - Smart City/Professional Solution / Middle East & Africa (2016 to 2024)

“The key goal is transforming Hikvision corporate culture into one that values continual learning and growth”

- a. Emphasized Openness to working with companies and innovative technologies with which Hikvision also competes
- b. Scaled out Artificial Intelligence products quickly and successfully since its release
- c. Managing, identifying, researching, and targeting new business prospects.
- d. Liaising with new and existing Clients/Consultants/System Integrators (IT/AIoT, Security, Intrusion, Surveillance Display solutions & Artificial Intelligence Solutions)
- e. Distributors/Channel Management
- f. System Integrators Management (Technology & Cyber Security)
- g. Managing Product Selection Activates
- h. Alliance & Strategic Partners Management
- i. Bid & Tender(B2B, B2C, B2G & B2B2B) Management
- j. Design Validation & 3rd party Software integration solutions
- k. Management- End-users and Consultants /Contractors

I. Physical Security solution approvals

m. Proposed the new Artificial Intelligence Smart City/Stadium Solutions (Face, People counting, Behavior, Smart Parking/Building, Municipal Violations, X-ray machines & Surveillance)

n. Project Management

o. Operations/Project Management

- Review the Solution Architects of Integrated Projects. (IT, Fire, Security, Data center, Intrusion, Surveillance & Artificial Intelligence Solutions)
- Select the proper combination of hardware, software, equipment, materials and services that will deliver the highest value to the customer while supporting overall business objectives.
- Match and maintain customer needs
- Arranging the different system Integrators as per the HCIS, MOI, ISPS, SAMA Compliance, Aramco- Security and safety standard requirement
- Participate in the selection of Systems Integrators (IT, connectivity -LoRaWAN/5G/Local wireless network, VSAT, Security, Intrusion, Surveillance & Artificial Intelligence Solutions-Municipal Violations)
- Directed major project deliveries, including P&L.
- Kick-off for the large-scale projects (Integrated Solution & Safe /Clean/Smart City Project).
- Manage Project Managers to help them build project teams and deliver target projects.
- Engaging Consultant, Contractor & System Integrators
- Transfer of knowledge of the project implementation to the respective teams once projects are successfully won.
- Assign special duties within the company to resolve complex issues and implement the Risk and HSE standards in different projects/Customers.
- Monitoring of Integrated Solution
- Responsible for management, business & solution portfolio programs.
- Lead cross-functional teams in the delivery of digital transformation and Artificial Intelligence safe cities Solution
- Manage and coach a team of Solutions Delivery professionals, focused on improving client delivery satisfaction
- Develop and lead large-scale programs while leveraging innovative and collaborative strategies to achieve business objectives for company.
- Translate business needs, digital strategies, creative concepts and complex technology solutions into roadmaps and implementation plans.
- Assemble and lead project teams while negotiating dynamic relationships between internal team members, client stakeholders and IT teams, partner agencies and vendors.
- Manage priorities and motivation by demonstrating commitment to quality and personal accountability for all deliverables, communications and overall program performance.
- Direct variety of third-party design and development activities Safe/Smart City program lead.
- Pilot implementation of scalable and flexible systems, including enterprise Solutions , integrated platforms, content management, digital asset management, identity asset management, security, infrastructure.
- Directed the hiring, training and performance evaluations for solutions delivery staff and supervised their daily activities.
- Preserved brand integrity by monitoring the consistency and quality of marketing content.
- Analyzed usage patterns to understand ways in which customers used company products and services.
- Defined and tracked campaign effectiveness and adjusted strategies accordingly

Alhamrani Group- Senior Manager Business Development & Products /Solution Design-ME - (2013 to 2016)

- Management of Technical and Business Development -B2B ,B2C, B2G
- Business development (Contractor, Consultant, End users, Financial Institution & Commercial Sector)
- Product Management
- Managing Marketing Strategies
- Managing, Identifying, researching and targeting new products
- Conducting training of technical, Sales & Operations Staff

- Performing and arranging successful product demonstrations for customers.
- Market research & developing the core positioning and messaging for the product
- Researching, reviewing & reporting on competitors & rival products.
- Developing content for product and company collateral
- Setting product pricing for new product releases to meet revenue & profitability goals.
- Managing day to day relationship with suppliers and customers
- Responsible for all company commercial of integrated security services including design of bespoke electronic/digital Fire & Security system design, ICT , maintenance and Personnel.
- Dealing with National Key Accounts, Client Management.
- Detailed Specifications including costing structures and dealing with suppliers.
- Liaison between sales, Implementation, PMO and operations including regular meetings with Departmental Head
- Procurement, Tender specification and submission.
- Integrated Fire & Security Solution Design validation (Integrated Solution, Lighting Automation, Audio Visual solutions & BMS)
- Mentoring of new employees (Fire , Security & ICT)

Thales Group, Manager- Products & Systems Integration -GCC (2012 to 2013)

- Prepare and manage the Solution Architects to deliver high-quality economic solutions
- Review the Solution Architects of Integrated Projects with the team
- Understand and assess customers' requirements, and translate them to the **design** team to provide a detailed technical & commercial response.
- Select the proper combination of hardware, software, equipment, materials and services that will deliver the highest value to the customer while supporting overall business objectives.
- Coordinate and project manage bid responses, ensuring that pricing estimates are accurately completed.
- Match and maintain customer needs with Thales solutions.
- Participate in the selection of vendors and products.
- Directed major project deliveries, including P&L.
- Kick-off for the large scale projects (Integrated Solution)..
- Engaging Engineering, 3rd Party Physical Security teams early in the Solution Development phase to ensure that they understand the system **design** and technical risks, thereby achieving buy-in and engagement of the right players with accountability for delivery of the solution.
- Transfer of knowledge of the project **design** to the Engineering teams once projects are successfully won.
- Assign special duties within Thales to resolve complex issues (EPS) Integration in different projects in terms of products and solutions

G4S, Kingdom of Saudi Arabia- Regional Manager Business Development, Design & Estimation- Middle East (2009 to 2012)

- Product Management
- Maintenance Projects Management
- Designing of Fire & Security/BMS Project (IT, Fire, Security Surveillance, Border Security, Under water
- Detection System, Public Safety)
- Business Development-B2B, B2C, B2G (IT, Physical, BMS, Fire, Security, solution)
- Management of Technical, & Estimation staff.
- Answer to RFI/RFQ/RFP together with the Sales Managers
- Participate in conferences, shows, exhibitions when appropriate and requested
- Proactively scopes the technical solution required to address customer requirements, assess customers met and unmet needs, and recommends optimum solutions, ensuring appropriate support for the proposed architecture.
- Provides coaching and professional development to Division's members
- Opportunistically pursues additional business development opportunities within customer firms, ensures these opportunities are effectively covered and followed by the sales team.

- Monitors customer support for technical solutions proposed throughout the sales process, and alerts the sales and account teams to potential risks of deal closure.
- Provides training to customers when needed
- If required, acts as a Project Manager for each deal to ensure the final solution is delivered towards customer's expectation and initial proposals
- Follows and shares market technological needs and evolution with Vice President.

Tyco International – Regional Manager Operations & Business Strategies (2001 to 2009)

- Assisting the company COO in setting the company vision, mission, values and strategic goals
- Participating with the COO in setting short- and long-term business strategies for achieving the company strategic objectives and new services induction (Energy Saving, Building Automation Management, Petrol Station Shelter, Residential Monitoring)
- Approving functional strategies of the organizational entities under supervision and submitting them to the COO for endorsement.
- Approving plans and programs of the organizational entities under supervision and evaluating their level of achieving functional strategies to be submitted to the COO for endorsement.
- Reviewing the budget for the organizational entities under supervision to be submitted to the CEO for approval
- Controlling the financial performance of the organizational entities under supervision and keeping it within the set budget.
- Controlling the technical performance of the organizational entities under supervision and setting Key Performance Indicators for monitoring the performance of these entities
- Overseeing, supervising and ensuring providing fully integrated Facilities services and ensuring that all operations are done according to the endorsed systems and plans in Tyco/ADT
- Overseeing and supervising the handling of the operations and projects of the Facilities Services through direct follow up and coordination with the Vice Presidents, Regional Director and Regional Services Director
 - Product Management
 - Maintenance Projects Management
 - Customer Services
 - Managing Marketing Strategies
 - Business Development B2B, B2C & B2G (ICT, IT, BMS, Fire, Security, IT, FM & Integrated Solution)
 - Answer to RFI/RFQ/RFP together with the Regional Managers
 - Managing of Security, Facility management & Technical staff
 - Risk Assessment
 - Participate in conferences, Road shows, exhibitions when appropriate and requested
- Proactively scopes the technical solution required to address customer requirements, assess customers met and unmet needs, and recommends optimum solutions, ensuring appropriate support for the proposed architecture.
- Shares with Sales Manager assigned targets for profitable sales growth in assigned product lines and/or market areas.
- Provides coaching and professional development to Division's members
- Opportunistically pursues additional business development opportunities within customer firms, ensures these opportunities are effectively covered and followed by the sales team.
- Monitors R&D/ customer support for technical solutions proposed throughout the sales process, and alerts the sales and account teams to potential risks of deal closure.
- Provides training to customers when needed
- If required, acts as a Project Manager for each deal to ensure the final solution is delivered towards customer's expectation and initial proposals
- Follows and shares market technological needs and evolution with COO and Regional Director.

Brink's - Zonal Head (1997 to 2001)

- Management of Operations, Technical and Business Development
- Business development (Government, Contractor, Consultant, Integrators, Financial Institution & Commercial Sector)
- Managing, Identifying, researching and targeting new products/Services conducting training of technical & Operations Staff, if required
- Performing and arranging successful product demonstrations for customers.
- Market research & developing the core positioning and messaging for the solutions (man and machines)
- Researching, reviewing & reporting on competitors & rival products.
- Developing content for product and company collateral
- Setting product/services pricing for new product/services releases to meet revenue & profitability goals.
- Managing day to day relationship with customers
- Dealing with Client & Contract Management.
- Detailed Specifications including costing structures with the consensus of Regional GM.
- Liaison between sales, Implementation and operations including regular meetings with Departmental Head (Security and HR)
- Procurement, Tender specification and submission. (Integrated Solution)
- Developing company strategic annual business plans.
- Report to the Senior Management on progress against the strategic and annual business plans
- Manage the day-to-day Sales/Business Development operations
- Manage resources efficiently and effectively to achieve the company's objectives
- Take a leadership role in establishing / developing the company's culture and values
- Develop the company brand strategy
- Setting consistent, compliant and operationally excellent service delivery across the business

Professional Affiliation

- Pakistan Engineering Council.
- Institution of Engineers Pakistan.
- Institution of Electrical & Electronics Engineers Pakistan.
- Pakistan Institute of Management.
- Member of Security Consultant (Pakistan)
- Life Member of Fire & Security Consultant (UK)
- Member of Security Service. (UK)
- Member of Close Protection UK
- Member of Oil & Gas Security (Pak)
- Member of Facility Management (UK)
- Member of Physical Security Council (Pakistan)
- Member Safe/Smart Cities Council (EU)
- Member Saudi Council of Engineers(Kingdom Of Saudi Arabia)
- Alberta Safety Council(Canada)

Personal Details

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