

KHALED IBRAHIM

REGIONAL SALES MANAGER — CONSTRUCTION CHEMICALS



REGIONAL SALES MANAGER

Construction Chemicals | Distributor Channels | Key Accounts

MBA | BSc (Hons) Civil Engineering | Specialist Contracting & Project Delivery

Waterproofing • Flooring • Concrete Repair • Protective Coatings • Sealants • Adhesives • Structural Strengthening

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Location: Dubai, United Arab Emirates

PROFESSIONAL SUMMARY

Dubai-based MBA-qualified Civil Engineer and regional construction chemicals sales professional with 16+ years' experience across the UAE, Saudi Arabia and the wider Middle East. Broad technical and commercial expertise across waterproofing, industrial resin flooring - epoxy, polyurethane (PU), PU hygienic, self-levelling, PU screed, ESD/anti-static, comfort, traffic-coating and decorative systems - tile adhesives and grouts, concrete repair, protective coatings, sealants, injection and structural strengthening. Career progression through Senior Technical Sales, Business Development and Projects Manager roles with global leaders including Flowcrete / Tremco CPG, Fosroc and Sika. Proven in developing regional sales strategies, managing distributors, dealers, applicators and key accounts, opening new markets, securing consultant and PMC approvals, negotiating commercial offers and delivering major construction-chemical packages across infrastructure, industrial, commercial, water, healthcare, food and beverage, warehousing, sports and giga-project developments. Strong in forecasting, budgeting, CRM pipeline management, specifications, tenders/BOQs, method statements, ITPs, QA/QC support, applicator training, value engineering, cross-functional coordination and project close-out.

KEY TECHNICAL SKILLS & EXPERTISE

FLOORING SYSTEMS

- Epoxy flooring systems
- Polyurethane (PU) & PU hygienic flooring
- Self-levelling flooring & screeds
- PU screed (heavy-duty)
- ESD / anti-static flooring
- Comfort & safety flooring
- Decorative terrazzo & stone carpet
- Traffic & car-park deck coatings
- Flowfresh & Ucrete resin systems
- Industrial & commercial flooring

CONSTRUCTION CHEMICALS

- Waterproofing (liquid & membrane)
- Polyurea & PVC / SBS membranes
- Tile adhesives, grouts & jointing
- Concrete repair & rehabilitation
- Injection & crack grouting
- Protective & anti-corrosion coatings
- Structural strengthening / CFRP
- Sealants (PU, polysulphide, silicone)
- Expansion & movement joints
- Admixtures & bonding agents

SALES, CHANNELS & MANAGEMENT

- Regional sales strategy and growth
- Distributor, dealer and applicator channels
- Key accounts and new business development
- Sales forecasting, budgets and CRM pipeline
- Pricing, quotations and commercial negotiation
- System design, specifications and approvals
- BOQs, tenders, proposals and submittals
- Market intelligence and competitor analysis
- Production, logistics and technical coordination
- Training, after-sales service and customer care
- CRM: Salesforce, MS Dynamics and SAP

PROFESSIONAL EXPERIENCE



Sales Manager

Flowcrete – Tremco CPG

Nov 2022 – Present | UAE, Saudi Arabia, Egypt, Jordan & Iraq

- Develop and execute regional sales strategies for construction chemicals and resin flooring across the UAE, Saudi Arabia, Egypt, Jordan and Iraq, managing revenue targets, forecasts, budgets, pricing and CRM pipeline.
- Manage and grow distributor, dealer, applicator and key-account channels through partner development, target setting, joint customer visits, technical training and performance follow-up.
- Generate new business while strengthening relationships with contractors, consultants, developers, project owners, industrial clients and PMC teams.
- Identify and secure opportunities across infrastructure, industrial, commercial and giga-project developments; lead specifications, approvals, quotations, commercial negotiations and order closure.
- Guide customers through system selection, substrate assessment, detailing, technical submittals and compliance for waterproofing, flooring, concrete repair, protective coatings, sealants and adhesives.
- Carry out site visits, technical troubleshooting and QA/QC support, while monitoring market trends, competitor activity and changing customer requirements.
- Coordinate technical, production, supply-chain and logistics teams to support timely delivery, documentation, variations, after-sales service and customer satisfaction.
- Represent the business at client meetings, CPDs, technical seminars and industry events; engaged on NEOM, King Salman Park, Qiddiya and SEVEN.

Area Sales Manager – Application Business Unit

Fosroc

Jan 2019 – Oct 2022 | United Arab Emirates

- Managed technical and commercial support for specialist applicators, distributors, main contractors and consultants across resin flooring, waterproofing, concrete repair and protective coating projects.
- Developed new business and key accounts, prepared sales forecasts, quotations and commercial proposals, and supported revenue growth across the UAE market.
- Reviewed BOQs, specifications, method statements and technical submittals to align proposed systems with project requirements and international good practice.
- Coordinated site inspections, product trials and performance checks with contractor, QA/QC and consultant teams to resolve technical issues early.
- Supported execution from tender through approval, installation, inspection and handover, helping clients reduce defects and programme delays.
- Delivered applicator certification and technical training to site teams, improving installation quality, safety awareness and productivity.



Technical Sales & Business Development Manager

Sika (KSA)

Mar 2017 – Aug 2018 | Saudi Arabia – Qassim Region

- Grew market presence for flooring, waterproofing, sealants, structural strengthening and protective coatings through consultant engagement, contractor support and targeted business development.
- Developed distributor, dealer, applicator and key accounts across Qassim, supporting targets, joint visits, product training and account growth.
- Secured consultant approvals, delivered project specifications and value-engineering options, and opened new specification and contractor accounts.
- Monitored customer and competitor activity and delivered workshops, seminars and technical presentations across the region.



Projects Manager

ABSAR Specialist Contractor (Pioneer Waterproofing Co.)

Jun 2012 – Feb 2017 | Saudi Arabia

- Managed installation of **epoxy, PU, cementitious, self-levelling, ESD/anti-static and decorative resin flooring**, plus car-park deck coatings, across concurrent specialist-contracting projects.
- Executed waterproofing scopes covering polyurea, PVC and SBS bituminous membranes, PU and cementitious systems and injection works.
- Led the **Riyadh Metro tunnel waterproofing scope** (NATM tunnels & underground stations) from tender estimation and planning through site execution, inspection and final handover.
- Supervised multidisciplinary teams — planning, scheduling, procurement, manpower and site coordination with main contractors, consultants and PMC representatives.
- Prepared and reviewed method statements, ITPs, material submittals, QA/QC documentation and handover records.



Projects Manager / Technical Sales Representative

AMHASCO (BASF / Master Builders Agent) & Attieh Steel

Jun 2010 – May 2012 | Sudan

- Delivered waterproofing and construction-chemical projects and promoted BASF / Master Builders systems and steel building solutions through technical presentations, product training and contractor engagement.
- Prepared tender documents, quotations, technical submittals and project documentation.



SELECTED MAJOR PROJECT EXPERIENCE

- **Riyadh Metro** – NATM tunnels, underground stations & tunnel waterproofing
- **NEOM** – resin flooring & technical specification support
- **King Salman Park** – flooring / specialist construction systems
- **Qiddiya** – industrial & commercial flooring packages
- **SEVEN** (Saudi Entertainment Ventures) – flooring & construction systems
- **4,000+ villa residential development** – large-scale scope
- Airports & aviation facilities
- Water & wastewater treatment plants
- Hospitals, pharmaceutical & healthcare facilities
- Warehousing, logistics & manufacturing facilities
- Sports facilities & cycling tracks
- Industrial plants & heavy-duty flooring environments

EDUCATION, MEMBERSHIPS & TOOLS

EDUCATION

- MBA – Master of Business Administration, Sudan Academy of Science (2011)
- B.Sc. (Hons) Civil Engineering, Omdurman Islamic University (2008)

LANGUAGES

- Arabic – Native
- English – Excellent (professional working proficiency)

MEMBERSHIPS

- Member – Project Management Institute (PMI)
- International Member – ICRI
- Member – Saudi Council of Engineers
- Member – Sudan Engineering Council
- Founder – SCCS

TOOLS

- MS Office (Excel, PowerPoint)
- Salesforce
- SAP
- MS Dynamics
- UAE Driving Licence

AVAILABILITY – UAE MARKET

- ✓ Based in Dubai, UAE
- ✓ Valid UAE driving licence

- ✓ Open to Regional Sales / Technical Manager, BD & Specialist Contracting roles
- ✓ Extensive UAE consultant, contractor & PMC network

- ✓ Fluent Arabic & English – ideal for GCC client engagement