
REGIONAL COMMERCIAL DIRECTOR · FUTURE PIPE INDUSTRIES

Mohammed Ghannam

Commercial & Operations Director
Building Materials · Construction · Fit-Out · GCC
Future Pipe Industries · Dammam

AL-KHOBAR · MBA (LONDON) · B.SC. CIVIL ENGINEERING (JORDAN)

COMMERCIAL LEADERSHIP

16+ Years

Building materials, construction, fit-out

MENA COMMERCIAL SCOPE

4 Countries

KSA · Kuwait · Bahrain · Levant

REVENUE GROWTH

40%

Regional revenue growth at CS Inc.

ROLE ALIGNMENT

Qualification Fit

Each of the five core qualifications listed in the role description is addressed below.

01

FPI REQUIRES

B.Sc. Engineering + Business Degree

✓ **B.Sc. Civil Engineering (Jordan) + MBA (University of London)**

02

FPI REQUIRES

15+ Years in Sales / Commercial Roles

✓ **16+ years across building materials, contracting, and fit-out**

03

FPI REQUIRES

8-10 Years Leadership Experience

✓ **10+ years: Regional Manager → Operations Director**

04

FPI REQUIRES

Multi-Country MENA Commercial Ops

✓ **4-country commercial leadership: KSA, Kuwait, Bahrain, and Levant markets**

05

FPI REQUIRES

Industrial / EPC / Infrastructure Background

✓ **CS Inc. (building materials), AI Turki (contracting), Tanasog (contracting & fit-out)**

All five core qualifications **met or exceeded**

CAREER TRAJECTORY

16+

Years in commercial and sales leadership across the GCC.

Progressive commercial roles across building materials, contracting, and fit-out — spanning four MENA markets.

Business Development & Operations Director

2023 - NOW

Tanasog Al Bina · General Contracting & Fit-Out

Drove **50% growth in project awards** through structured bid governance and commercial discipline. Established pricing strategy and margin controls across contracting, fit-out, and building materials operations. Full P&L accountability.

Regional Manager — KSA, Kuwait, Bahrain & Levant

2015 - 2023

Construction Specialties Inc. · Building Materials & Architectural Products

Led **4-country commercial operation**, growing regional revenue by **40%** through targeted market expansion and enhanced commercial execution. Specification-driven B2B sales to major architects and EPC contractors.

Senior BD & Operations Manager

2011 - 2015

Al Turki Group · Contracting & Industrial Services

Managed client development, commercial coordination, and operational delivery for an industrial services business unit serving major clients in the Eastern Province. Strengthened BD pipeline, driving 15% repeat-business increase.

Business Development Executive

2009 - 2011

Space Structures Company · Pre-Engineered Buildings

Full bid lifecycle management — lead generation, technical proposals, and contract negotiation across Saudi construction and commercial sectors.

MBA · University of London | B.Sc. Civil Eng. · University of Jordan

Commercial Capabilities

01

Regional Sales Strategy

COMMERCIAL

Directed full commercial strategy across Saudi Arabia, Kuwait, Bahrain, and the Levant at CS Inc., growing regional revenue by **40%**. Managed pricing, forecasting, and pipeline reporting across all four markets.

02

Strategic Account Management

RELATIONSHIPS

Managed **high-value accounts** and established strategic partnerships with contractors, architects, and key stakeholders across the construction industry. Strong consultant and contractor relationships across KSA, Kuwait, Bahrain, and the Levant.

03

Commercial Governance

DISCIPLINE

Established **commercial governance frameworks** — pricing strategy, contract risk management, and margin controls. Restructured pricing across 4 markets, improving gross margin by 10% without losing competitive positioning.

04

Team Leadership & Development

PEOPLE

Led and developed **regional teams across multiple countries** — KSA, Kuwait, Bahrain, and Levant. Clear accountability, performance management, and operational discipline. Built strong teams at every stage of career.

COMMERCIAL RESULTS

REGIONAL REVENUE

+40%

Revenue growth across
4 MENA markets

Grew regional revenue by 40% at Construction
Specialties through strategic account development,
specification-driven sales, and disciplined pricing across
KSA, Kuwait, Bahrain, and Levant.

CONTRACT WIN RATE

+50%

Year-over-year at Tanasog

REPEAT BUSINESS

+15%

Client retention at Al Turki

MARGIN (TANASOG)

+8%

Procurement restructure improvement

MENA MARKETS

4

Countries under direct commercial leadership

MARGIN IMPROVEMENT

+10%

Gross margin via pricing restructure

SPEC SALES

8 Yrs

Specification-driven B2B experience

RELEVANT EXPERIENCE

Specification-Driven Sales

For 8 years at Construction Specialties, I managed specification-driven B2B sales of technical building products across 4 MENA markets. The sales cycle involved engaging engineers at design stage, embedding product specifications, then supporting contractors through procurement.

In specification sales, the commercial advantage is established in the engineering office — not the procurement department.

01

Specification Relationships

RELATIONSHIPS

Built and maintained specification relationships with major engineering firms across the region. Technical product specifications embedded into project documents at the design stage, securing competitive advantage before the tender.

02

Pipeline from Specifications

PIPELINE

Generated consistent pipeline from specification-driven opportunities. Tracked projects from concept design through procurement, ensuring competitive advantage before the tender stage.

03

Technical Product Expertise

PRODUCT KNOWLEDGE

Managed technical building products that require engineering engagement and long-cycle specification sales — the same commercial model used by FPI for GRP/GRE pipe systems.

04

Multi-Channel Customer Management

CHANNELS

Managed simultaneous relationships with architects (specifiers), contractors (buyers), and project owners (influencers). Navigated complex multi-stakeholder sales cycles across 4 countries.

First 90 Days

PHASE 1

DAYS 1-30

Discovery & Alignment

- Map existing customer base, key accounts, and regional pipeline across MENA
- Align with Global Commercial Director on FY objectives, pricing strategy, and growth targets
- Meet all GM Sales across MENA markets — assess team capabilities and coverage gaps
- Review current pipeline governance, CRM data quality, and sales reporting cadence

PHASE 2

DAYS 31-60

Activation & Quick Wins

- Identify top 15 strategic accounts — develop tailored engagement plans for each
- Restructure pricing where margin erosion is detected — target +3-5% improvement
- Establish weekly commercial review rhythm with each country GM
- Launch specification drive with top engineering consultants for new GRP pipe projects

PHASE 3

DAYS 61-90

Acceleration & Governance

- Implement pipeline governance framework — stage-gate reviews for major bids
- Develop market expansion plan for emerging MENA opportunities
- Launch quarterly business review process with global leadership
- Deliver first 90-day commercial performance report with Year 1 growth roadmap

The MENA infrastructure pipeline is

the largest it has been in a generation.

Across the region — Saudi giga-projects, UAE industrial expansion, Oman and Egypt infrastructure programs — demand for composite piping is growing faster than most manufacturers can commercialize. The winners will be companies that combine **strong product technology** with disciplined regional sales execution.

That means getting specifications embedded early, managing strategic accounts across multiple countries simultaneously, maintaining pricing discipline under competitive pressure, and building local sales teams that understand their markets. This is the commercial work I have done for the past 16 years.

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Thank you for
your
consideration.

I would welcome the opportunity to discuss how my commercial experience across MENA can contribute to FPI's regional growth.

Mohammed Khader Ghannam

+966 546 567 666

Moh_ghan@yahoo.com

linkedin.com/in/mohammed-ghannam86

Al-Khobar, Saudi Arabia

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COMMERCIAL TRACK RECORD

16+ Years

Sales & commercial leadership

LOCATION

Al-Khobar

Available immediately