

# Mehrnaz Behrouzi

**Mobile:** +98 917 113 0106

**Email:** behrouzi.mehrnaz@gmail.com

## Curriculum Vitae



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To Whom It May Concern,

I would like to propose my candidacy for a position in commercial department of your company. I am enthusiastically applying for this position because I firmly believe that a combination of my natural, personality and work experience all make me an ideal candidate for this role. I would bring value to a company like yours through my experience in the commercial sector, and my positive "can do" attitude.

For the past 20 years I have been employed in a sale & marketing role, most in Project form. This is exactly the type of experience you are looking for in an applicant. Furthermore I would like to state that I am keen to join a winning team and reputable company like yours, where I will not only work with people of the highest caliber but also partner with international business. Another reason for my application is that your company is in the field of industrial equipment, an area that I would like to enter into. Moreover, you need someone trustable to work 100% behalf of your company in this area and I am the right person.

I consider myself to be a hard worker with a solid work who exerts optimal effort to ensure all projects given to me are completed on time and to the highest standards.

My strengths include, but are not limited to the following:

- Ability to build relationships with key customers, sales agents and joint ventures partners.
- A strong, confident negotiator, sympathetic to a customer's needs whilst at the same time able to support the business goals of a company.
- Able to resolve difficult situations.

Greater details of my accomplishments and achievements can be found in my attached resume. It is also mentioning that I have no limitation to work with governmental organizations or travel in/out of the country.

Thank you for the time you have taken to consider my application, and I eagerly look forward to hearing from you.

Yours Sincerely  
*m. behrouzi*  
Mehrnaz Behrouzi

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### PERSONAL STATEMENT

A straight talking marketing professional who has a confident attitude and is passionate about playing a pivotal role in any business. Mehnaz is educated to degree level, and has superb verbal and written communications skills. As results driven individual she is able to work effectively in multinational organizations. Her key strengths lie in lead generation, marketing support, proposition development and corporate communications. She is a true marketing professional with a passion for business development which can transform and improve existing operations. She is now looking for a role that offers room for creativity and the chance to join a growing & successful team.

### AREAS OF EXPERTISE

- MANAGERIAL**
- Analytical thinker with advanced skills in data analysis
  - Ability to influence cross-functional teams without using formal authority
  - High level of problem solving skills
- SALES**
- Ability to build relationships with key customers, sales agents, and Joint Ventures partners
  - Recognizing viable business opportunities.
  - Market / Product knowledge and awareness of competitors.
  - A strong, confident negotiator, sympathetic to a customer's needs whilst at the same time able to support the business goals of a company.
- PERSONAL**
- Able to resolve difficult situations.
  - Comfortable working in a highly autonomous environment.

### CAREER HISTORY

#### **Tour & Travel Manager**

*Parvaz-e Donya Larestan – Lar / Iran*

2010 to present

This job always was a part of my work history.

#### **Sales & Marketing Manager**

*TTA Co. / Shiraz*

2010 to 2015

Responsible for managing the sales & marketing process from initial opportunity through to the client purchase orders and working with operations and supply chain to achieve successful delivery of key projects most in Low Voltage Electrical Equipments.

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### **Duties**

- Recruiting and selecting qualified candidates to fill open sales representatives.
- Establishing trust and a good relationship with all key clients.
- Conducting product demonstrations and sales presentations for consumers.

Tavan Tansim Azma Ltd. is a supplier company for industrial equipments such as types of Lab Equipment, Electrical & instrumentation through Oil, Gas, Petrochemical, Power Generation or other industries in Iran, as well as, working as a supplier and provider in Medical and Lab equipment well-known in south part of Iran.

### **Regional Sales/Business Consultant**

*Hoover Materials Handling Group Inc. – Houston, TX / Located in Abu Dhabi  
(As contract employee travelling around ME and SE Asia)  
2008 - 2010*

Responsible for identifying profitable new alternative distributors, consulting about coming opportunities in the region based on all experiences gained during the years.

### **Duties**

- Searching, Selecting and negotiating to set up new offices internationally.
- Attending trade shows and exhibitions around the world as exhibitor or visitor.
- Developing and maintaining efficient & effective reporting systems for tracking prospects from initial enquiry through to close.
- Managing all records of meetings and conversations with customers.
- Writing reports for senior management and delivering presentations.

Hoover Solutions - American leader in liquid handling solutions for 100 years — providing industries with the most comprehensive portfolio of intermediate bulk containers (IBCs), IBC transport frames, offshore containers, intermodal (ISO) tank containers and related equipment for the storage and transportation of chemicals, liquids and fluids including the industry leading Liquitote® IBC. During my co-work with Hoover, I was responsible to searching the best opportunities to establish a branch or office in Middle East region, also finding the best opportunities to sell or rent products. By looking at the website you can find some distributor for the company which was negotiated and established by me or followed later to get finalized. Participating in any exhibition through Middle East or South East of Asia as a Visitor or Exhibitor was another responsibility which did in the best manner. Arranging meeting with big regional oil companies, site seeing and following them to get the projects was another responsibility of me in Hoover. After all those, I was working as a sales person too which was responsible in any sales & marketing projects from the 1<sup>st</sup> steps to final. <http://www.hooversolutions.com>

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### **Sales & Marketing Expert**

*Far Sun Control Co., Shiraz (sub-division of Pars Hassas Co.)*  
2001-2008

Responsible for managing a sales team of 5 or more, instrumental in their training and making sure everyone exceeds their targets and brings in as much business as possible. Also, in charge of directing the business in the best possible manner and reporting to the CEO.

### **Duties**

- Monitor and mentor sales associates and team leaders, providing all employees with necessary training and development to achieve personal and organizational goals.
- Driving and managing the entire sales process – targeting to top prospects, identifying client solutions, negotiating and closing.
- Recruiting, training and developing new sales and marketing team.
- Maintaining necessary data and records for future reference..
- Maintained inventory, logistic, purchasing, procurement of products and supplies
- Utilize customer service and public relations skills to develop successful business and community relations

Far Sun Control Co. is a subsidiary of Pars Hassas which will describe about below. It is a supplier for Oil, Gas, and Petrochemical Industries. Far Sun Control is an agent for the following companies Axel Group Industry (a Swedish company that specializes in the valve industry), Intra-Automation (a German company that specializes in measuring flow and level instruments), Sanko (a Japanese company that specialized in the Fitting & Valves) and Cortem (an Italian company that specializes in explosion-proof and weather-proof electrical equipment) in Iran. It was also in charge with a big inventory site in Bandar Imam which supplied equipments to other industries either.

Pars Hassas Co. was established in 1993 to carry out construction projects concerning installation and Commissioning of electrical and instrument equipment of process plants throughout oil and petrochemical industries. In addition to the construction activities, this company engages in the design, and manufacturing of process instrumentation as well as electrical instrumentation and process consultancy. As the assistant of director of trading affairs, I provide the situation for marketing development and the processes of purchasing, procurement, and logistics. We also Manage Pars Hassas site 1 which had two main departments, a) Electrical and Instrumentation Repair, and Calibration Center, and b) General Electric & Instrument Sales Services. We supplied all equipment for measuring, test, calibration, and bulk material for construction project such as Pressure calibrator, Temperature calibrator, Loop calibrator, Multifunction calibrator, Power calibrator, Cable tester, Relay tester, Circuit breaker tester, Vibration analyzer, Sound analyzer, Lux meter, Valve, Flow meter, Level meter, Transducer, and Transmitter.  
<http://www.parshassas.com/en>

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### ACADEMIC QUALIFICATIONS

Azad University of Kazeroun      1994-1998      B.A. in English (Translation)

### OTHER SKILLS

Proficient in Microsoft PCs, Office, Photoshop, Networking / Fluent in English both writing and speaking / Certified as Tour Manager, Learning Spanish, Arabic, Turkish...

**REFERENCES** – Available on request