

ZOUHAIR JOUDI

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SENIOR EXECUTIVE

With strong skills in

Business Development... Strategic Planning... People Management... Financial Acumen
Bachelor of Science in Engineering. Fluent in English, French, Arabic, Chinese and Italian

PERSONAL PROFILE

Results-oriented senior-level executive with over 30 years track record of successful strategic leadership in industrial products and manufacturing. Strong managerial background with international experience and cross sector exposure. Consistently assumes responsibility to achieve the pre-set objectives, with a positive outlook and a clear focus on high quality and business profitability.

CAREER PATH

ANTINEA TECHNOLOGIES LTD / Tunis – Tunisia

Company that specializes in cogeneration systems (CHP) and energy-efficient methods of power generation

Managing Director / January 2016 to Present

Duties

- Responsible for the day-to day running of the business with a particular emphasis on sales and business development. In charge of leading, motivating and developing the management team.
- Manages relationships with clients while ensuring the achieving of budget targets as defined by annual objectives. Contracting EPC projects.

AIC China for Steel Structures Ltd / Dalian - China

Saudi MNC, manufacturer of hot dip galvanized steel structures / www.aicsteel.com

Managing Director / May 2012 to June 2015

Duties

- Guided initiatives involving process improvement, staff development, operational efficiency, P&L management and strategic planning.
- Put in place strategy formation, business plans, budget preparation/delivery and financial performance management.

Accomplishments

- Implemented change managements policies and cost reduction measures while optimizing productivity by effective monitoring of all aspects of manufacturing. Re-negotiated with suppliers and reduced workforce.
- Guided initiatives involving process improvement, staff development and operational efficiency.
- Built strong culture and a winning team by creating a talent pool that drove revenue and income growth. Outperformed budget plan by 45% and hit profitability within 18 months, stemming Four years of multimillion-dollar losses.

GIBSON GUITAR CORP / Shanghai – China

American MNC, manufacturer of guitars and musical instruments / www.gibson.com

President China / June 2011 to May 2012

Duties

- Put in place industry and market solutions trends, and determined their implications.
- Prioritized and aligned work with engagement/project plans, schedules, changing work demands, and all relevant company policies, practices, and local legal requirements.

Colt International Ltd / Beijing - China

British MNC, manufacturer of climatic solutions / www.coltinternational.com

General Manager Greater China / April 2007 to June 2011

Duties

- Provided leadership and management to the business with full responsibility for the day-to-day running of the various departments.
- Developed the business in the territory with responsibility for achieving all performance related targets.
- Appraised the activities of the company according to corporate strategies and objectives.

Accomplishments

- Achieved turnaround to profitability in 14 months by revamping the company's management, putting in place an ERP system and upgrading the production facility.
- Enhanced the company's market position by developing a solid network of distributors in China and Southeast Asia that exceeded fifty distributors within Three years.
- Drove revenue and income growth of 25% over a 9-month period, then a sustainable double-digit growth in sales for the following three years.

HH ROBERTSON AUSTRALIA PTY LTD / Beijing – China

American MNC, supplier of metal building products and facade systems / www.hhrobertson.com.au

General Manager China / January 1993 to January 2007

Duties

- Directed the business activities of the Company for the achievement of short and long-term business objectives.
- Developed and controlled the implementation of sales and marketing business strategies while scheduling workload to meet priorities and targets.
- Established positive direct relationships with key business contacts.

Accomplishments

- Set up the company in China by opening up offices in Beijing, Shanghai and Shenzhen. Recruited and trained local executives and led them to record sales year of \$10 million in 1995.
- Created a network of agents and distributors throughout China, hence enabling the Company to establish itself as the market leader for several years.
- Managed the company's growth, which has reached an average of 30% annual growth between 1995 and 1999.

Sales & Marketing Manager / Hong Kong

January 1993 — December 1993

Duties

- Performed market research and identified business opportunities.
- Promoted the company's products and services throughout Hong Kong and China.
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ADDITIONAL CAREER EXPERIENCE

- **ISOTECH SAL** - French Waterproofing Company - Dayabay - China / **Project Director** - 1989-1992
- **METALEX INTERNATIONAL** - French Construction Company - Paris - France / **Sales Executive** - 1987- 1989

ACADEMIC QUALIFICATIONS / NETWORKING

- **TSINGHUA UNIVERSITY** - Beijing – China / 1981 – 1987
Bachelor of Engineering
- **BEIJING CULTURE AND LANGUAGES UNIVERSITY** - Beijing – China / 1980 – 1981
Diploma in Mandarin Chinese
- Professional Network / **Linkedin** (<https://cn.linkedin.com/in/zou-joudi>)
- Community Involvement /Associate member at **Rotary International** – Club Lamarsa

...Zouhair Joudi ...Born on March 15,1959...Tunisian passport holder...Married and father of Three daughters aged 17, 22 and 23...