

Maher Maamari

Managing Partner - Growth & Executive Operations;
Interim CEO, COO, Chief Commercial Officer, Chief Revenue Officer



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RELEVANT EXPERIENCE

Maher Maamari is an accomplished senior executive with extensive proven experience in global business leadership, strategic management, opening new markets and structuring around winning teams. A transformative and entrepreneurial leader skilled in setting up business operations with emphasis on revenue and growth in established and new markets. Extensive experience in industrial software solutions and SaaS technologies across multi-billion asset intensive industries. Passionate about Asset Performance Management (APM) as part of customers' digital journey towards operational excellence and energy transition. During his distinguished 30 plus-year career, Maher's leadership roles have included:

Chief Commercial Officer, GE Digital - For this leading industrial software company, Maher had full responsibility of the commercial and sales organizations servicing the O&G and M&M industries globally. Worked closely with his customers and teams globally to achieve 35% growth from 2019 to 2022 by focusing on commercial excellence, cadence, and KPIs.

VP Digital Sales, GED & Baker Hughes (a GE O&G company) - Maher led the sales and commercial teams selling the GE Digital and BHGE Digital portfolio of solutions in the Middle East, Africa, India, and Turkey. Provided vision, leadership and management oversight required to deliver results and achieve goals, working with regional and global leadership on strategy planning and execution in a complex matrix organization. Maher held multiple C-level and senior management relationships, aligning on their Digital Transformation and APM initiatives journeys.

Managing Director EMEA, Meridium - Maher oversaw Meridium's EMEA P&L and complete operations (Sales, Services, Operations, etc.), after opening and setting up the Dubai, Madrid, and London offices. As a member of the Executive Leadership Team, Maher worked with the President and Founder of Meridium on global and regional strategies, vision, and execution. Maher structured and organized the EMEA business for growth and scale, establishing and running the EMEA Partners and Alliances network in addition to direct sales and services. Maher grew the Meridium EMEA install base and added several new logos across multiple asset intensive industries, increasing revenue more than 10 fold over this period leading to the successful sale of Meridium. After the sale of Meridium to GE Digital for \$500M, Maher integrated the team into GE Digital during and after this acquisition. Early in his Meridium career, Maher also served as a Project Director responsible for US and International projects. Prior to Meridium, Maher worked in various client facing roles for the pipeline simulation and automation industries.

EDUCATION

MBA and BSEE (Electrical Engineering) from
University of Houston

PERSONAL STATEMENT

For my clients, I draw on many years of global business and commercial experience to maximize revenue growth and potential of an organization both domestically and overseas. This is accomplished in the development of value driven business strategies that link customer value to commercial plans and execution, focusing on sales and marketing activities that will generate best results P/L performance.

Leveraging my 20+ years of leadership and managerial experience, I am adept at leading small, medium, and large enterprises as an interim CRO, CCO, COO, or CEO. I can guide them through various stages including revenue growth, structuring for global business and scale, building winning teams, M&A, reorganization, and business transformation and turnarounds to get the best returns for your investment.

I worked closely with the top industrial customers on their Digital Transformation and APM initiatives, leveraging the latest innovation, analytics, and technologies to solve their business challenges. This experience is invaluable to help software and technology companies go to market, targeting the major and multinational Oil & Gas, Metals & Mining, Petrochemical/Chemical, Energy, and other asset intensive industries.

PRACTICE FOCUS

BUSINESS STRATEGY, PLANNING & EXECUTION

- Revenue & Commercial Growth Strategy
- Mergers & Acquisition, Consolidation & Integration
- Go-To-Market Strategy / New Market Entry
- Pricing Strategy
- Organizational Alignment
- Strategic Partnerships Alliances
- Strategic Negotiations
- Digital Transformation & Data Monetization
- Business Development at Global Scale
- Product & Services Design, Planning, Management & Delivery

REVENUE GROWTH

- Business Models & Processes
- Business Planning & Execution
- Account-Based Marketing & Sales
- Key Account Management & Opportunity Management
- Pipeline & Forecast Management
- Sales Process Design, Playbook, Methodology & Distribution
- Sales Performance Coaching
- Value Driven Commercialization and Pricing
- Commercial Cadence and Discipline

SECTOR EXPERIENCE

COMMERCIAL SERVICES (B2B)

- Functional Consulting Services
- APM Value Add Services
- Digital Transformation Plans and Assessment
- Subject Matter Expertise
- Systems & Information Management

INDUSTRIES

- Oil & Gas Exploration, Production & Refining
- Petrochemicals/Chemicals
- Metals & Mining
- Energy Transition
- Infrastructure - Pipelines, Transmission Lines, Generation Plants
- Aviation
- Software, Technology, & Innovation

TECHNOLOGY, SOFTWARE & SERVICES

- APM Application Software
- Analytics, AI, and Machine Learning
- Automation / Workflow Software
- Big Data
- Simulation Software
- Business / Productivity Software
- SaaS
- Financial Software
- Multimedia Design Software
- Software Development Applications
- Vertical Market Software