



## Ziad Al Dahleh Biography

Ziad Al Dahleh is an Associated Partner with trueX AG, a Swiss-based business development agency specialized in architectural and industrial markets with in-depth knowledge of the Middle East, India and Africa Region, operating out of Dubai, UAE.

Backed through personal in-house consulting and management experience in multinational companies for the subject of business development over decades, trueX AG offers sales and marketing services for industry leading clients like as building product manufacturers, distributors, architects, engineering service firms, sub- and turnkey contractors. trueX services ranks from building market knowledge, business strategy consultancy, pull and push marketing over sales coaching and value oriented sales strategies on key account level. Business development in the today's challenging environment is trueX passion regardless if a new client, a new market or a new technology should be encountered.

trueX, has gained rapidly a solid customer and project basis for various markets and technologies. Their regional and international clients are primarily well-known brands with an annual sales range from about €5M to over €15B. trueX focuses midsize hidden champions pushing their regional expansion as well as technology driven global players for their market roll out process of new technologies and to new markets.

Before joining trueX in 2018, Ziad Al Dahleh, from his base in Dubai, was serving various global brands in Senior Management positions with over €15M P&L responsibility for the region of Middle East, India and Africa.

He has established himself as an accomplished business leader in the chemical specialties market for architectural, construction and industrial applications. With over 18 years of expertise gained in the global network of Wacker Germany, Sika Switzerland, tesa Germany and tremco illbruck Germany, he has passionately driven business development, started-up Middle East operations, set-up effective regional business teams, built-up regional sales channels, managed global accounts and championed organizational changes.

Furthermore, Ziad has been commercially and technically involved in over 500 building projects in his region with sealants, adhesive, tapes, building material, coatings and fire protection products. He has successfully delivered year-on-year business growth of 10 to 20% and attained from scratch, sustainable market share of over 30%.

Born in Iraq, and after finishing his Chemical Engineering studies at Jordan University of Science and Technology, Ziad joined Naffco UAE, a global manufacturer of fire safety and security equipment, as a product development engineer. Subsequently, he advanced his international career focussed on sales management and business development and built his passion for driving business profitability and success.

Privately, Ziad is married since 2001 and is the father of 3 wonderful boys. He enjoys swimming and football - a big fan of BVB09 and Man Utd. He loves to travel, explore different cultures and build new friendships.



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