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Firas Sakas

Product and Marketing Manager



Introduction

A seasoned professional with an impressive track record in product management and process industry engineering, renowned for rapid understanding of target markets and customer journeys. Excels in crafting strategic roadmaps and go-to-market plans that position products competitively, leveraging diverse marketing channels, segmentation, and developing value-added offerings for both B2B and B2C in the pre- and post-sales phases.

Extensive experience as a Mechatronics engineer, leading concept development, design, product lifecycle management, and demonstrating a deep and fundamental understanding of technical aspects, quality, and manufacturing in both product and process industries within international organizations.

Adept at seamlessly integrating strong technical acumen with marketing prowess and a keen business orientation to drive strategic growth. Consistently credited with spearheading business expansion across the DACH, USA, EMEA, and China regions, navigating diverse international fields and cultures with an open-minded, friendly, and goal-oriented approach.

Multilingual professional, fluent in English, German, Hebrew, and Arabic, excelling in fostering enduring client partnerships through effective communication and collaboration.

Major Skills

- Key Account Management
- Product Roadmap Development
- Go-to-Market Strategy Development
- Data-Driven Insights & KPI Monitoring
- Marketing segmentation and channeling
- Supplier Control and Quality Management
- Product and Process industry expertise
- Product Quality Assurance
- Per and post sales engineering
- Warranty and Service stations strategy
- Sub-contractor management and control
- Filed Market Research experience.
- Very strong technical understanding and fast, creative solutions and problem solving
- Contract drafting for specific fields.
- Problem Solving
- China, USA, EMEA and DACH Experience
- AI Tools
- Export and Import regulation experience
- Industrial norms and standards

Professional Experience

01\2024 – Present: **Product and Marketing Manager at Purity, AI Pool Robots, Dongguan, China**

- Spearhead the development and execution of comprehensive marketing strategies to drive product launches and elevate brand presence in the market.
- Lead cross-functional product development from conception to launch, collaborating with engineering, design, and manufacturing teams to meet quality standards.
- Conduct in-depth market research and competitive analysis to identify customer needs and trends, informing product roadmaps and marketing initiatives.
- Oversee brand identity management, ensuring consistency across all channels and building a strong brand reputation.
- Partner with sales teams to develop compelling collateral, presentations, and tools, providing training to enable effective product promotion.
- Ensure compliance with relevant regulations and industry standards across all marketing and product-related activities.
- Streamline contract issuance, RFI tenders, and centralized pricing processes for customers, ensuring consistency and efficiency

2018 – 11/2023: Product and Territory Manager, Maytronics Ltd., Yisrael, Israel

- Managed products throughout their lifecycle, ensuring functionality, quality, serviceability, and regulatory compliance, contributing to market growth and customer satisfaction based on deep technical and marketing understanding.
- Leading cross-functional teams from initial concept to successful market launch. Directing meticulous roadmap execution, ensuring precise adherence to timelines, budgets, and product quality.
- Managed high-value accounts across DACH and EMEA regions, leveraging language proficiency to deliver tailored pre- and post-sales solutions.
- Conducted comprehensive cross-team training, fostering cohesive client experiences and effective problem-solving across customer touchpoints.
- Nurtured enduring client relationships by deeply understanding feedback, trends, and needs, serving as the primary point of contact for key accounts.
- Translated customer feedback into valuable insights, guiding product roadmaps and enhancements to drive engineering and development ROI.
- Conducted market research to stay attuned to industry trends and customer needs, contributing to comprehensive product roadmaps aligned with market demands.

2013-2018: Project Manager / Production and Quality Manager, H.Z Hershkovitz, Kiryat Ata

- Managed natural gas projects, ensuring timely delivery, quality assurance, budget adherence, and achievement of business targets.
- Navigated project collaboration with planning/regulatory bodies, aiding development with committees and agencies.
- Directed and supervised EPC subcontractor activities, ensuring compliance and proficiency in multidisciplinary scope, in Instrumentation and control, Piping and actors, welding.
- Addressed field challenges promptly, contributing engineering expertise to internal teams and facilitating strategic project planning discussions.
- Authored technical documents, established RFP processes, set FAT and inspection standards, and prepared detailed performance reports.
- Served as a welding engineer coordinator/supervisor, writing WPQR welding procedures, WPS, controlling and supervising quality and welding processes, editing a welding book, inspecting films, and certifying welders.

2008-2013: Multidisciplinary Project Manager, Shell Deutschland Oil GmbH, Germany

- Led multifaceted programs focused on enhancing Machine Health solutions and achieving sustainable production through cross-organizational collaboration.
 - Orchestrated instrumentation and control projects, ensuring alignment with quality benchmarks, budgetary considerations, and industry regulations.
 - Developed and executed program plans encompassing scope definition, resource allocation, scheduling, and quality assurance, resulting in on-time and on-budget deliveries.
 - Managed a global team, navigating cultural differences and fostering a cohesive environment conducive to achieving organizational objectives.
 - Managed project facets from scope to detail design, cost considerations, and contractor/supplier oversight, swiftly addressing field challenges.
 - Established and nurtured relationships with key stakeholders, driving alignment on project goals and facilitating seamless communication.
 - Engaged directly with customers and OEM/partners, leveraging insights to enhance product offerings and ensure alignment with evolving market needs.
 - Issued procurement and contracts documentation, ensuring professional performance across subcontractors in diverse fields while supervising field execution in multidiscipline areas.
 - Expertly wrote project procedures, issued RFP packages, specified FAT documentation and inspection procedures, and analyzed adequate reports.
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2000-2003: Final Testing Manager - U.S.S.R Electronic Systems, Karmiel, Israel

- Managed a robust team focused on product testing in the medical and RF communication realms, driving process enhancements to significantly reduce failure rates.
- Leveraged sophisticated tools and equipment for fault detection and comprehensive failure analysis.
- Led and mentored a dedicated testing team, emphasizing task management and performance optimization.
- Regularly reviewed and enhanced testing processes, ensuring optimal product quality and reliability.

2004-2008: Scientific Auxiliary Worker, Solar Verlag GmbH Solar – Aachen Germany

Contributed to the construction of a solar power station and engaged in energy simulations for Photovoltaics.



Education and more:

- 2023-2023: AI tools, Export and Import regulations
- 2013-2014: International welding engineer
- 2003 -2008: Diploma degree in Mechatronics Engineering, University of Applied Sciences, Aachen Germany
- 1999-1996: Practical Electronics Engineer, Technion.

Languages: Proficient in English, German, Hebrew, and Arabic.

Computer Skills:

- AI Tools | Office software and applications | FEA| Auto CAD | ERP systems | CRM | CMS | Google analytics | Jira | HubSpot | Marketo | BI | SEMrush | Trello | Mailchimp
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