



PERSONAL INFORMATION

Name: **Ali Raza**
Date of Birth: 14th August 1992
Address: Khanewal Road, Multan, Punjab Pakistan: Postal: 60000
Mobile: +923337489596
Email: raza.6@aol.com
Driver's License: Yes



PROFESSIONAL EXPERIENCE (HVAC)

Total Experience: 14-Years. 6-Months.



(Experience – 5 Years 6 Months – Present)

2019 – Present **Regional Manager Sales & Application - HVAC**

• **ICEBERG INDUSTRIES (PVT) LTD. (“LG HVAC” Sole Distributor - Pakistan)**

Website: <https://icebergindustries.org>

Responsible for Sales & Application within All LG HVAC Products, VRF Systems, Chilled Water, Screw, Centrifugal, Magnetic Bearing, Absorption Chillers in the region. Also managing operations of the region



(Experience – 9 Years)

2017 – 2019 **Deputy Manager (Sales & Application Engineer) - HVAC**

• **Mia Corporation (Pvt) Ltd. Multan (“Daikin” Sole Distributor - Pakistan)**

Website: <https://mia.com.pk>

- Undertake commercial and technical negotiations with clients, consultants, and contractors to secure sales contracts and agreements for HVAC applied and unitary products, including VRV systems.
- Brief corporate customers, consultants, and contractors on company HVAC products, highlighting features, technical specifications, and advantages through detailed technical conversations and engineering data comparisons
- Review comprehensive product technical submittals, including detailed presentations, quotations, and proposals, demonstrating the suitability and compliance of HVAC products for specific projects.
- Generate compliance reports outlining the technical specifications and conformity of HVAC products with relevant standards and regulations.
- Utilize computer software to perform accurate selection of HVAC products, considering load calculations and conducting site surveys to determine the appropriate equipment for specific project requirements.

- Maintain strong relationships with clients, consultants, and contractors, providing ongoing support, addressing inquiries, and resolving technical issues throughout the sales and application process.

2015 – 2017 **Asst. Manager (Sales & Application Engineer) HVAC**

2014- 2015 **Sr. Sales & Application Engineer - HVAC**

2013- 2014 **Sales & Application Engineer – HVAC**

2011- 2013 **Asst. Sales & Application Engineer- HVAC**

EDUCATION

2021 - 2023 **Masters in Business Administration (MBA – Executive) Spec. Marketing**
INSTITUTE OF SOUTHERN PUNJAB MULTAN
 CGPA: 3.6 / 4.0

2021 - 2023 **Masters in International Relation**
UNIVERSITY OF SERGODHA
 2nd Division.

2011 – 2015 **B.S Technology (4-Years)**
Major: Electrical & Electronics
Preston University – Islamabad
 CGPA: 3.1/4

2007 – 2009 **Diploma of Associates Engineering -**
Major: Electronics
Swedish Institute of Technology – Multan
 Division: 1st

SKILLS

HVAC Equipment Selection Software Skills



LG – Lats HVAC
 LG – Lats Load
 LG – Lats Energy



Daikin / McQuay Water & Air Cooled Chiller Selection: (ZUW 2.0, PFS.B.1.5, ELCA-2010, CSS 9.0, WHS 2.0)
 McQuay Design Tools 1.3v, ASTRA

Daikin Centrifugal Chiller Selection:	Daikin Tools
Daikin VRV Selection Software:	VRV Xpress
Daikin VRV AHU Software	DM VRV AHU 2.0
Daikin AHU Selection Software:	DM-AHU 4.3, Mini AHU – Eahu
AHU HEAT PIPE SELECTION	SPC HPD.
Daikin Fan Coil Units Selection:	DOFS, DOSS
Daikin Package & Ducted Split Unit Selection:	Daikin DX
Marley Cooling Tower Selection	Online Portal
YHA (Yuanheng 1.0)	YHA
Clint Water & Air Cooled Chiller Selection	Clint Asia

HVAC Design Software

- Trace Load 700 (HVAC Building Heat Load Calculator)
- Mcquay Duct Sizer
- Mcquay Pipe Sizer
- Psychometric Analyzer
- AutoCad

HVAC Project Design Expertise:

Familiar with Project Design, From Load Calculations through Software to Suitable Equipment Designing, Duct Designing with Diffusers and Grills, Fresh Air Calculations, Exhaust & Fresh Air

CERTIFICATE & MEMBERSHIP

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| • Pakistan HVACR Society – Lahore | Membership No. Mbr#042-2-2269 |
| • ASHRAE (Member) Central Pakistan Chapter | Membership No. 8361742 |
| • National Technology Council (HEC) | Professional Technologist |

INTERNATIONAL TRAINING PROGRAMS

- Three Days BOREAS – Air Handling Unit Product Training in Istanbul Turkey) 2023
- One Day CVS Fans Product Training in Nippon Hotel Istanbul -2023.
- Two Days Daikin VRV 4, A, X Series Products Training (Istanbul, Turkey) 2019
- Two Days Daikin Screw & Centrifugal Chillers Training in Kulalumpur Malaysia.
- Two Days Daikin VRV 4 Product Training in Malaysia.
- One Day Daikin VRV Training at “Hotel Grand Hyatt” Dubai - UAE

ON JOB TRAININGS

- **DAIKIN Centrifugal Chillers / Magnetic Bearing Chillers** Training by Vice President Daikin Applied Americas “Mr. Alward 12-2018
- **DAIKIN VRV X, VRV A Series**, Water Cooled VRV System Training by Engineers From Daikin Malaysia Sdn. Bhd. 11-2018
- **DAIKIN VRV 4, Air & Water Cooled VRV System**, I-Touch Manager, I-Touch Controller Centralize Communication System of VRV Etc Training by Engineers from Daikin Malaysia Sdn Bhd.
- **DAIKIN VRV 4** Product technical training, key features, brand comparison in Regional office Lahore by CEO MCPL – 2016
- **AIR HANDING UNITS DESIGN Training** at Lahore Regional Office BY Regional Manager Application 2016
- **DAIKIN Residential light commercial** product technical key features at Head office by Engineers from OYL Daikin Industries Malaysia (One Day) 2015
- **DAIKIN VRV 4** Controls, synchronization, remotes, by Engineers from OYL Daikin Industries Engineers (Two Days) 2015
- **DAIKIN VRV 4 Installation measures**, product key features in “**PC Bhurban**” by Manager Application and Design (One Day) 2015
- **Daikin VRV 4** Technical features and selection software training by OYL Malaysia Engineers (3-Days) 2015
- **DAIKIN Split DC** inverter base product training & key features in Branch Office by R & D Engineer (One Day) 2015
- **ACSON Split DC** inverter base product training & key features in Branch Office by R & D Engineer (One Day) 2014
- New HVAC product technical features & selection software in Head office by Engineers. (15-Days) 2014
- **Thermax** Multi Energy Absorption Chiller training in Head office by Regional Sales Engineer. (One Day) 2012
- **McQuay** Screw Chillers training in head office by Engineers from Shenzhen (China) Factory (One Day) 2012
- All HVAC Product Technical features & selection software’s training at Head Office (One Month) 2011
- LG VRF System Training by LG OEM Manager for LG Screw and Centrifugal Chillers.
- LG VRF Multi V5 System Training in Karachi Head office ICEBERG industries 2023.

