

# **YASSER M. IBRAHIM**

## **BUSINESS DEVELOPMENT MANAGER**

Yasser Abdul Hadi is a highly accomplished leader with nearly 30 years of experience in the coatings and chemical industries. He serves as Business Development Manager at Sun Ace Gulf Ltd and Industrial Additives Manufacturing Company LLC (INDADD), both based in Jubail Industrial City, Saudi Arabia. In these roles, Yasser spearheads strategic initiatives, driving growth and delivering innovative solutions across the Middle East and Africa, with a focus on industrial coatings and specialty additives.

Before joining Sun Ace Gulf and INDADD, Yasser held senior leadership positions at globally recognized companies. At 3M, he served as Technical Services & Sales Manager for Saudi Arabia and the Gulf region, leading efforts in the Infrastructure Corrosion Protection Division. During his 12-year tenure at Jotun, he advanced through various sales roles, specializing in protective coatings and achieving significant business milestones in the central region of Saudi Arabia.

At Sherwin-Williams, he strengthened the company's regional operations and market presence.

Earlier in his career, Yasser was Plant Manager and Production Manager at National Paints Factories, where he oversaw alkyd, acrylic, and polyester resin production. This foundational experience honed his technical acumen and enriched his understanding of operations and production management.

A chemical engineer by training, Yasser earned a Bachelor of Engineering in Chemical Engineering with distinction from Jordan University of Science and Technology. He is an active member of leading professional organizations such as NACE, FROSIO, and SSPC, underscoring his commitment to industry standards and continuous learning.

Yasser's career reflects a blend of technical sales expertise, strategic leadership, and a results-driven approach, making him a respected figure in the coatings and chemical industries.