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PROFILE

An experienced and versatile executive with over twenty five years senior business experience. Enterprising, cosmopolitan, accomplished, innovative and totally task orientated. A superb negotiator with a track record of closing contracts and establishing relationships. Excellent communication and interpersonal skills at all levels and in many different cultures. Up-front leadership in all work situations. Specialist in taking projects through concept, development, implementation and to the operational phase, who requires own high standards of detail and commitment from a team. Strong financial analytical skills, business development, project management, international trading of commodities, people management experience and capabilities at the highest level.

MAJOR ACHIEVEMENTS

- Entrusted by major Middle East and European companies as a key relationship builder.
- Specifically selected by National Power in 1995 as the Consultant to set up their new operations in Abu Dhabi (regional office for the Middle East).
- Respected member of commodity trading community in the Middle East.
- Set up key relationships for major companies throughout the Middle East.
- 1993 Selected by Dubai Government to represent the Emirate at a major Hollywood event.
- First and only woman President of the Export Institute of New Zealand 1988.
- Finalist New Zealand Businesswoman of the year 1986.
- The first woman to accompany the New Zealand Government Trade Mission to the Middle East 1985. (Including Saudi Arabia).
- Founding Member of the Pacific Islands Employment Development Board. New Zealand Government appointment 1985.

CAREER HISTORY

2009 – Present. Private Consultancy.

Retained by prestigious companies for project assessment and due diligence for investment partners, strategic partnering options, market evaluation and financial investments. Direct relationships with owners of companies in project management, oil & gas, power generation, commodities and project and corporate finance.

June 2007 – June 2008. QPI. Subsidiary of Al Qudra. Abu Dhabi.

Business Development Manager.

Responsible for developing new business opportunities for the company, in the United Arab Emirates, the Middle East and North Africa. Participated in major relevant industry conferences. Developed relationships with government authorities and JV partners. Preparing and responding to tenders as well as to proposals for clients, government municipalities, government agencies, and the private sector.

2001 – 2011. Oasis Projects and Consultants UK. Private sector consultancy and project development company.

- Project screening of developments in Energy, Media and Property sectors for clients and Oasis. (Based In London, Spain and the United Arab Emirates.)
- Led an international consortium in Abu Dhabi for the Privatisation of Solid Waste Collection and Transportation for five tender projects, total value of the five projects \$80 million. Role was Projects Director bringing together British and international partnering.
- Carried out due diligence for an Abu Dhabi based client for a new build resort, hotel and associated infrastructure in Libya.
- Partnered with UK consultants undertaking a feasibility study for a new build resort in Mauritius.
- Appointed investment advisor for new build \$40b cities in Abu Dhabi involving other international consultants and developers.

1995 – 1999. National Power PLC. Abu Dhabi. Country Manager. Appointed to establish National Power's billion dollar expansion into the Middle East, handling operations across ten countries: United Arab Emirates, Qatar, Saudi Arabia, Yemen, Jordan, Egypt, Bahrain, Kuwait, Lebanon and Syria.

- Developed a fully registered local company structure – a branch of UK Head Office, totally integrated with local business custom.
- Researched the appointment of the network of agents, partners and sponsors in each country.
- Recruited staff, responsible for staff training and development, health and safety, including company and personnel security.
- Identified and developed new business opportunities and recommended criteria for new projects.
- Provided management reports on the performance of existing partnerships and market developments to the Regional Director.
- Managed all PR and promotional functions (social and instructional) throughout the Middle East.
- Held dual position of managing the Abu Dhabi office - Country Manager, as well as Business Development Manager for selected Middle East countries.
- Projects included bids for the Al Taweelah B (Abu Dhabi) NP proposal project in 1998 value \$1.3billion; Al Taweelah A2 project value \$500million; Port Said in Cairo, Egypt value \$480million; Jordan, project value \$380million. Provided support to the Regional Director for other bids in Saudi Arabia and Oman.

1993-1994 Al Habtoor Group. Dubai. Director of Sales & Marketing for the Metropolitan Hotels. After six months was promoted to Head Office as **Director Group PR and Events Development.** Represented the Chairman at government level in Dubai, and at major local and international events.

- Assisted with analysis of new business proposals.
- Successfully promoted the group's diverse activities: hotels, international property development, vehicle franchises, schools, and insurance.
- Headed and researched the feasibility of a film industry for Dubai.
- Successful in negotiating the sponsoring by the Government of Dubai one of the most prestigious calendar events in Hollywood. Represented the Al Habtoor Group and the Government of Dubai in Hollywood at major film industry event.

1992 General Manager, Middle East Office of the New Zealand Kiwifruit Marketing Board. Dubai.

Contracted to restructure the Middle East and North Africa markets for the New Zealand Kiwifruit Marketing Board. Seventh export revenue earner for the Country.

- Role was to evaluate the strengths and weaknesses of existing importers of New` Zealand kiwifruit in Oman, Qatar, Bahrain, Kuwait, United Arab Emirates and Saudi Arabia. Responsible for managing the performance of all agents..
- Develop new markets: North Africa and Iran.
- Formulate a marketing, advertising and promotional campaign for the region.

1981- 1991 Franklin International Exports. Auckland. New Zealand. Joined as Export Manager with rapid promotion to Marketing Manager in twelve months handling both the exports of the company and the total national sales in New Zealand.

- **Exports.** Led development of Middle East strategy involving regular travel to the Middle East and Asia. Covered Middle East, Pacific Rim and Europe.
- Exported own brand of frozen vegetables, New Zealand bread, frozen Berry fruit, Meat and Fish to Oman, Qatar, Bahrain, Kuwait, Saudi Arabia and the United Arab Emirates.
- Established new export markets with an increase in sales of over 2000%.
- **National market.** Extensive production, logistic and distribution responsibilities to get own brand of frozen vegetables into the main supermarket chains.

1968 – 1981

Carter Merchants Ltd. Assistant to Group Accountant.

T.J Edmonds Ltd, Export Manager. Major N.Z food company.

EDUCATION AND QUALIFICATIONS

Auckland Girls Grammar School. Completed secondary education in 1967. Accredited University Entrance.

Associate Member of the New Zealand Institute of Management.

PERSONAL

British Citizen

United Kingdom and International driving license.

Walking, Gardening, Reading