

Abdullah Bin Said Al Badri



DOB: May 2, 1969

Marital status: Married

Education:
1992 - Bachelor's degree, Electrical and Electronics Engineering, Sultan Qaboos University, Oman

2000 - Master's degree, Power System Engineering and Management, University of Dundee, UK

Spoken Languages: Arabic & English

Interests & Hobbies: Reading & Travel

Sector: Energy

Ownership: Private

Established in: 1987

CEO, Voltamp Group

With a background of more than 25 years in the electricity and utility sector, Abdullah Al Badri has seen Oman go through all the stages of development in regards to its electricity network and technology. He has also had to cope with significant disruption to the network caused by natural disasters, something for which all professionals in the industry must always be prepared.

Starting out as a district electrical engineer at the Ministry of Electricity and Water, Mr. Al Badri had the great opportunity of being involved in the country's electrification program that was happening at the time across Oman. He later supervised and managed the program in various regions, serving in roles such as deputy manager and then regional director. Another important initiative that Mr. Al Badri took part in was the unbundling of the electricity supply industry in Oman, which aimed to restructure and liberalize the sector. The result was the establishment of an independent electrical authority, and the introduction of the single buyer model.

Mr. Al Badri also served as the general manager of Mazoon Electricity Company (MZEC) for 10 years, where he played a key role in the company's growth and evolution. One of the biggest challenges the company faced was in 2007, when Cyclone Gonu hit Oman and destroyed part of its electricity network. As Mr. Al Badri explains, the event provided a good opportunity to learn how to deal with such situations, and in 2010, when Cyclone Phet came, everyone was much better prepared and the recovery was much faster. In 2012, Mr. Al Badri moved from MZEC to Muscat Electricity Distribution Company, both companies being part of the larger Nama Group. As the CEO of MEDC, he built a leadership team that helped enhance the company's capabilities to deliver mega projects. During his time at MEDC, its electricity network experienced major expansion, along with several improvements in the company's operations, customer service, people development, communication, and asset management practices.

Mr. Al Badri has played an important role particularly in the customer service area, where he participated

in various initiatives that aimed to improve meter reading, billing, and collection activities. In 2014, MEDC was the first company in Oman to introduce a prepaid electricity service (SABIQ), which allowed customers to continuously monitor and have more control over their power consumption. As Mr. Al Badri pointed out at the time of launch, this system was built to promote a mindset of energy conservation among the population. Around the same time, the company also introduced automated meter reading systems.

In 2019, Mr. Al Badri decided that it was time to find new ways in which he can serve the industry, taking on the opportunity to become the CEO of Voltamp Group. Voltamp Group was established more than 30 years ago, and it prides itself on a portfolio that includes a wide range of electricity products and services. Through its three subsidiaries, Voltamp Energy, Voltamp Transformers, and Voltamp Power, the group designs, manufactures, markets, and maintains products like distribution transformers, power transformers, and other electrical components.

Voltamp used to be dependent on the local market - which is pretty slow growing - up until 2-3 years ago, when it decided to look into exports and secured a major contract with Qatar General Electricity and Water Corporation (Kahramaa), as well as a contract with Kuwait for delivering power transformers. Future plans highlighted by its CEO include expansion in the Iraq, Egypt, Libya, and other North African markets. In order to ensure that the company is successful in all of these different markets, Mr. Al Badri notes that all the products are currently going through a review process to make sure they are competitive, high quality, and match the expectations of potential customers.

When it comes to power transformers, Voltamp partners with a company in Taiwan, which Mr. Al Badri recently visited to discuss ways in which new technology can be introduced. Given that automation is the way forward for any manufacturer, Voltamp is keen to start using the latest machines in the production process. As Mr. Al Badri explains, even semi-automated technology is a great step ahead and will be preparing the ground for the fully automated machines later on.

Nowadays, the electricity and utilities sector is moving more and more towards renewable energy solutions and smart grid systems. As a result, Mr. Al Badri believes that utility companies will have to revisit and reconfigure their networks in order to align to this trend, and Voltamp is ready to help them manage their power systems more efficiently in order to serve their

My message to youth:

Invest in your career; take the lead of your own growth and development you cannot pass that responsibility to HR or the learning and development department.

My message about Oman:

Oman is a paradise. It's a stable country with welcoming people and fair legislation. We welcome everyone to Oman, at an individual level, as well as for investments.



customers better. For Mr. Al Badri, listening to the always-changing customer needs is a great way to come up with innovations.

In 2017, Oman introduced a cost-reflective tariff, which allows the government to better manage energy consumption, particularly during peak hours. In addition to that, solar power is getting more and more popular throughout the country. As Mr. Al Badri explains, these factors are leading to slower demand for Voltamp's electricity products, but he's convinced that there will still be a need for this kind of equipment in the coming decade, in Oman as well as in the rest of the region. With the goal of expansion in mind, Abdullah Al Badri is going to have a lot on his plate for the following year. But aside from that, he especially wants to focus on growing a strong team and promoting a team spirit across the whole Voltamp Group organization. He believes firmly that Omanis have the potential of becoming great leaders, having successfully mentored and empowered a lot of people during his career. It's this belief in his countrymen and in himself that makes Abdullah Al Badri such an inspirational leader for the future development of his company, his sector, and Oman.

Affiliations, Awards & Honors

Member in Oman Society of Engineers, Member at Sultan Qaboos University Electrical and Computer Engineering Advisory Board, Chairman for board of Nama Institute for Competency Developments, Member for Solar Wadi Board of Directors