



Ralph Saab, received his masters in Electrical Engineering from the Lebanese University in June 2001, then a master of applied engineering from the RWTH institute in Aachen - Germany in 2002. He founded RMS company in 2001 for Industrial and Automation IT consultancy and implementation. He then had to pass it on to the engineers who worked with him to handle its accounts, as he had to join the military service at the Lebanese army.

In January 2004, he joined Grome Dubai as a Technical consultant and trainer for two years contract. In November 2006, he joined National Instruments as a Field Applications Engineer providing technical support, training and consultation to NI's clients in the Middle East, Golf, Turkey and North Africa. In September 2008 he has been promoted to an FSE - Field Sales Engineer for Levant and North Africa, where he developed and explored a new region at Arabia, the Maghreb area, then promoted again into a Senior FSE in December 2010 and finally, into a District Sales Manager (DSM) for the Levant and North Africa region in August 2011 till today. Ralph exceeds the expectations in fulfilling the DSM functions. He manages sales operations in assigned districts and consistently delivers sustainable sales results while reaching the business goals and objectives set. He trains sales leaders and top selling representatives through coaching and monitoring. Ralph is able to build strong relationships with his customers as he has great communications skills and is able to understand his customers and form an amicable yet professional bond with them.

Ralph speaks Arabic, English, French, German and currently learning Greek.

In his free time Ralph enjoys photography, Skiing, astronomy, nature discovery and sailing as well as traveling to new and interesting destinations around the world.

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