



**Faical Erradi**

*Regional Leader Middle East, Turkey, & Africa Consulting Services  
GE Vernova*



Faical Erradi joined Consulting Services in 2018 as the Managing Director for Middle East Turkey & Africa, where he is responsible for developing this new team's operations strategy, as part of Consulting Services regional expansion plans and growth.

Mr. Erradi supports a recently formed and diverse team, focused on core practice areas; identifying and cultivating new customers and opportunities; supporting domestic and global projects across regions relative to the overall market; communicating customer needs and values back to GE Vernova to support marketing initiatives; and validating products and services offerings, including New Product Introductions (NPI).

Mr. Erradi's prior work experience with General Electric includes managing overall Operations, first in Oman for GE Grid Solutions, where he led different teams executing turnkey projects of EMS, DMS and telecom for the Transmission and Distribution Utilities, and later in Iraq. Prior to that, Mr Erradi was a Sales Manager for Gulf and Levant for Alstom Grid (GE Grid Solutions since 2015).

Starting in 2007 at Alstom, Mr. Erradi worked in Paris as a Sales Manager, then he assumed different roles of Sales and Project Management in the Power and Grid Businesses in France, Canada and UAE.

Previous work experience includes working as a Power Systems Engineer, where he worked on development of Eterristribution VVD, an application that proposes controls for voltage and reactive-flow optimization, to meet service obligations.

Faical holds a Master's in Electrical Engineering from the National Polytechnic Institute (INPG) of Grenoble, France, where he majored in electrical system controls and diagnostics, with a specialty in signal processing, before obtaining his Master's, Faical conducted research at Schneider Electric R&D in Grenoble and EDF R&D in Paris in subjects like Bootstrap and its application to Signal processing using Matlab-Simulink.