



Blowing the Competition Away

APG-Neuros, is a Canadian company wholly owned by Aviation and Power Group (APG), headquartered in greater Montreal, Québec. The company has its foundation in aeronautic technologies with the mandate for sales, distribution, manufacturing, aftermarket support and continued development of high efficiency Turbo-machinery, turbo blowers and complete aeration systems for the municipal and industrial markets in North and South America, Europe, & Middle East. We spoke to Omar Hammoud to discuss winning the Best Turbo Blower Manufacturer CEO - North America award.

Omar started APG in 2006 with a vision to be the world leader in the development and commercialization of high efficiency turbo-machinery. The company's product development started with its high efficiency high speed turbo blower system. APG's headquarters is located in Blainville, Quebec, Canada (28 km north of Montreal) and its production, warehouse and testing facility is located in Plattsburgh, New York, USA. Omar talks us through the origins of the firm, detailing how it has grown and what services it provides to a variety of clients today.

"APG began in 2006 with our first customer in St Pie, Quebec, Canada and are now today the leaders in the North American high speed turbo blower market with more than 400 customers and over 1100 units delivered. The great majority of our customers are municipalities; from small towns to large cities. Our customers vary from the wastewater facility owner, operator and maintenance manager to large industrial

companies, consortiums of consulting engineering firms and general contractors. We strive to support all of our customers from the simple beginnings, of project feasibility, to providing the owner a turnkey solution. We provide our customers with our technical knowledge and experience in the waste water industry throughout the process of the design of aeration system and assist them in best selecting their blower systems. We are recognized as custom technical solution providers; we build all of our blowers and master control panel to meet the specific needs of each of our customers. We also lead our industry with our knowledge and leadership to develop new standards that raises the quality of the products in general."

Discussing how it feels to win this award, Omar is very humbled, noting how grateful he feels to have his hard work recognized. Providing innovative products to customers, along with his and his staff's dedication and perseverance to providing only the best to clients are the main reasons that Omar attributes to his success.



"Honestly, I feel humbled with this award and grateful for the strength and visionary team at AI Global Media and CEO Monthly that work hard to recognize CEOs from across the corporate landscape. I attribute the success to assisting my customers with new innovative products and my dedication and perseverance along with my staff, family and partners in striving to bring the blower technology to the 21st century. Winning this award tells me that I have done the right thing and made good decisions. It allows me to use my achievements as a stepping

stone to take on more serious challenges and develop more innovative blower technologies further in the future."

Drawing on his past experience and outlining his previous roles, Omar tells us how he came to achieve his position as CEO of APG. Having been fortunate enough to hold several leadership roles in the past, Omar explains how his family supported him when he made the decision to start his new company. Using his previous experience to build a good team around him, Omar has grown

APG to be the force it is today. "In the past, I was fortunate to be a part of several leaders in aerospace and defense industry such as General Electric, United Technologies and French company SAFRAN for over 25 years where for seven years held executive positions. In 2005, with the support of my family, I took my savings, accumulated knowledge and experience and began the journey down the unbeaten path with the creation of the Aviation Power Group (APG). Introduced to the blower technology at the Water Environmental Federation trade show WEFTEC in 2006. I was able to benefit from my aerospace and defense industry knowledge and experience to successfully introduce the high speed turbo blower to the North American Market. I used my experience in executive roles, to grow the team around me. I began APG in the basement on my home and grew it to a team of 80 people located throughout North American, Western Europe and the Middle East."

When undertaking a new project, it is important to get to know the client and build relationships. Omar comments on his approach to new clients, listing how he ensures right from the start that the outcome meets the needs of everyone involved. He emphasises how the company and its staff are always ready to respond to any challenge or opportunities.

"Responsiveness. I strive to instill in my team to the importance of responding to the needs and wants of our existing customers and to our potential new customers. We take much pride in the ability to respond to any and all inquiries big or small, simple or complex. To ensure we do get it right the first time, we have built a multi-skilled team with background close to our customer's applications. We organized our sales force to work together as an integrated team to analyze and respond to the customers' requirements; taking into consideration the application specifics and our experience with similar installations in the

past. We grew our technical competency over the last ten years to provide our customers turn-key aeration solutions that meet the evolving customers' requirement. This high technical competency differentiated us and brought us much success in our goal to maintain our leadership in the market."

Regarding the state of the engineering and industry currently, Omar talks to us about the particular issues and challenges facing the firm. Becoming more energy efficient, companies are determined to make their mark. However, Omar believes that, as a market leader, APG will continue to introduce new technologies, which will help the firm in its mission to become energy self-sufficient.

"Fundamentally, we have seen the industry take a large step forward in goal to be more energy efficient with the acceptance of the high speed turbo blower technology. We have seen the number of industry players growing all striving to make their marks in the industry. As market leader, it is our role to continue to strive away from the beaten path and continue to introduce new technologies into the industry, in its ultimate goal to become energy self-sufficient."

Being a successful CEO is all about ensuring that all staff work together to achieve the same missions and reach the same goals. Leading by example, staff are able to look up to Omar and follow his lead. He points out that although his staff learn from him and follow his lead, he also learns from them, making a point of listening and meeting all of his employees.

"Importantly, I strive to lead by example. Throughout the years, I have had to wear many hats to bring our company to where it is today. In such, I am today able to mentor my team in their day to day challenges with use of my knowledge and experience obtained not only in past roles but those at APG. Through "can do" spirit, hard work, there is no obstacle we cannot conquer as a team. As much as my team



has to learn from me, I learn as much from my team's knowledge and experience from their past careers. I am fortunate to have good people as part of my team. I make it a point to meet and listen to all of my team leaders and members to ensure that we all row in the same direction to cross the finish line as leaders."

Regarding the future of the firm, Omar is excited about a new project that APG has embarked on, with more announcements to come. Furthermore, Omar is looking forward to CEO's continuing to be recognised for the hard work they put in to their companies, particularly with regard to technology becoming more green and self-sufficient.

"Ultimately, we have already embarked on a significant new product development with

even greater benefits to our customers. We hope to make announcements of our new products sometime during the first half of 2018. I enjoy what I am doing now and hope to continue growing my company and teams. I will also be looking at new acquisitions in the near future. I look forward to see other CEO's recognized by your team to strive to be influential in keeping the world moving to adopt green technologies and to support Innovation and innovators."

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