



DIEHL

Metering

Jairo Rojas

Vice President Sales Middle East, Africa and Turkey

A UK national with 25 years' experience working within the United Kingdom, Latin America and the Middle East utility industry; equipped with a thorough understanding of revenue management, metering, service delivery and customer service.

In the early years of his career, Mr. Rojas involved in multiple projects introducing AMR (Automatic Meter Reading) Technology in Mexico City. After moving to the UK to work for United Utilities, Mr. Rojas implemented and delivered large billing systems into utility operations whilst achieving customer service excellence, income targets and ensuring business continuity.

After moving to the UAE and for more than a decade, Mr. Rojas was responsible for delivering state of art advanced metering infrastructure providing utilities a complete solution tailored to their needs. These solutions allowed utilities in the region to monitor and control the use of natural resources helping utilities achieve their goals of a sustainable future.



ENERGY



INNOVATION



SOLAR POWER



WATER



TECHNOLOGY



ENVIRONMENT