# PERSONAL PROFILE

* Graduated as Mechanical Engineer with double specialization, Energy Production and Design & Manufacturing.
* Nine Years’ experience in Aftermarket Management in North Africa and GCC evolving from Dealership Management

With Volvo Trucks towards major OEM Aftermarket Management with Doosan Infracore (Bobcat and Portable Power).

* Wide Technical knowledge of Automotive & Construction Equipment.
* Proven knowledge of Dealership Aftermarket Processes and Standards.
* Currently managing Doosan Infracore construction Equipment Dealer Network of 25 Dealers all over ME and North Africa countries providing Technical Support, Dealer Aftermarket development guidance and Auditing.
* Proven ability to meet and exceed objectives within an international organisation and multicultural environment.
* Excellent organisation and communication skills with outstanding ability to work in both team-oriented and self- directed environments.

# WORK EXPERIENCE

**01/2012 to date Doosan Bobcat Group Dubai - UAE**

**Service Manager Middle East & North Africa, Construction Equipment Industry.**

*‘‘Combined to my previous experiences, working with such Major OEM, applying and developing my know-how is a major asset for companies with the ambition to grow worldwide’’.*

* **Technical and Service Support on Bobcat and Portable Power Equipment (Compressors, Generators and Light Towers);**
* Providing Technical support and guidance to perform correct failure analysis and solve particular technical issues.
* Managing warranty claims and warranty goodwill, under my LOA, in cooperation with warranty auditors and Product Support Managers from HQ.
* Support and Following up of the retrofit program to grant and meet the achievement rate forecasted.
* Mapping, identifying and analyzing of manufacturer defects and reporting to Engineering team.
* **Dealer Aftermarket Standards Development;**
* Yearly auditing by Performing Dealer Aftermarket Review (DAR) for each Dealer and establishing development action plan to ensure implementation of DOOSAN BOBCAT standards at all aftermarket structures in terms of Facilities size, Branding, staffing, Tooling, etc…
* Competence development:
* Training on New Equipment (Product training).
* Specific Advanced Service Trainings (Engines, Hydraulic, Hydrostatic and Electrical).
* Organizing the Dealer Universities for the Dealer’s Aftermarket Management people.
* Directly responsible to support a healthy and safe work environment by ensuring that all safety practices and policies are being followed by Dealers employees (5S system implementation).
* Coordinating with Parts Department to define recommended stock according to the field machine population.
* Aftermarket Process coaching and consulting such as the definition of the main KPIs for each department.
* Definition, implementation and monitoring of adequate measures, based on defined KPI's and targets.
* Coordinate and prioritize all Aftermarket process development activities including the implementation of new Aftermarket processes and systems setup aiming to achieve targets.
* Close interaction with internal and central departments to ensure consistency of process development approach within the respective markets.
* **Spare Parts Management;**
* Yearly MP Forecast and Target.
* Monitoring dealer spare parts stock Inventory.
* Parts sales performances follow up.
* P&L Monitoring.
* Marketing activities.

* **Project Management;**
* Evaluating and communicating key performance indicators from projects and programs.
* Communicating and conducting project management processes and standards.
* Establishing consistency in the use of tools that support these processes.
* Collaborating with Dealers to gather and refine business requirements.
* Coordinating project dependencies such as tasks, timelines and resources.

**10/2008** - **12/2011 VOLVO TRUCKS – ALTRUCK Algiers-Algeria**

**Country Aftermarket Manager, Automotive Industry.**

*‘‘During this period I started from local missions and evolved towards supervising and monitoring the Aftermarket activities of our sub dealers at a National scale’’.*

* **Technical support & Warranty Manager for one year.**
* Managing and monitoring the Warranty Department.
* Controlling and remote the daily workshops activities and ensure that all works are carried out according to Volvo standards.
* Coordinating with Volvo HQ for Warranties such failures and Field Modification.
* Customer complaints follow up and advise.
* **Country Aftermarket Manager:**
* In charge of recruiting, training and managing the Aftermarket team members.
* Implementing of adequate work processes and best practices to ensure the most efficient business operation meeting the highest levels of customer aftermarket support.
* Monitoring monthly performance, plan activities & striving to always achieve budgeted targets.
* Gathering market information and produce a CRM to update the information held within the data base.
* Establishing the Network Strategy Plan (NSP) according to the vehicle population and customer segmentation.
* Actively seeking to increase both labor and parts turnover by maintaining customer contact, exploring the market for new opportunities and maintain service information & schedules for existing customer.
* Conducting regular team meetings, identifying improvement areas and motivate the team to make improvements where necessary.
* Developing annual training plan for the team members and actively find ways of delivering the training needed.
* Controlling, planning and following up the activities of the field service teams (Service VAN).
* Providing Technical Support and advice for the Sub Dealers network.
* Appointing and supporting Sub-Dealers on National scale.
* Coaching and monitoring Service and Parts Supervisory group to develop a skilled and functional Aftermarket team.

**10/2007 – 09/2008 Ivest Inox Company Algiers-Algeria**

**Area Sales Engineer, Power Plant Industry.**

*‘‘Tenacity and leadership are the strengths that enabled me succeed in this challenging and emerging market’’*

* Responsible for developing domestic market shares.
* Providing pre-sales technical assistance, product training, and aftersales support services for the customers.
* Presenting the product to customers and at field events such as conferences, seminars and fairs.
* Responding to functional and technical elements of RFIs/RFPs.
* Supervising, motivating and monitoring sales team performance.
* Setting budgets/targets and growing sales on yearly basis.
* Identify customers’ needs and provide solutions meeting their expectations.
* Keeping abreast of competition position.
* Provide training and product support material for Sales and Service teams.

# EDUCATION

**2005 Mouloud Mammeri University** Algiers - DZ

Mechanical Engineer Degree.

Dissertation: “Thermodynamic study of a refrigerating machine operating with CO2”.

**2002 Mouloud Mammeri University** Algiers - DZ University Applied Technology Studies, Mechanical Manufacturing and design studies.

Case Study: “Study, design and manufacturing of a punching tool for an industrial hydraulic press (1000 Tons)”.

**99/ 00 Secondary High School**  Algiers - DZ

BA’ level in Physics and Applied Sciences.

# ADDITIONAL SKILLS

**Trainings attended**

* **2016 Advanced Service Trainings and Universities:**
* Doosan air Compressors oil free PP Training Center KSA – UAE
* Doosan air Generators PP Training Center KSA – UAE
* Backhoe Loader Advanced Service Training Bobcat Training Center Dubai - UAE
* Perkins Engine Training Perkins Training Center Dubai – UAE
* Aftermarket Proactive Business Bobcat Training Center Dubai - UAE
* Business Cycles Mastery Bobcat Training Center Dubai - UAE
* **2015 Advanced Service Trainings and Universities:**
* Aftermarket (Parts & Service) Department Business Management Bobcat Training Center Dubai - UAE
* Compact Skid Steer Loaders 400s & 500s Bobcat Training Center Dobris – Cz
* Doosan air Compressors oil free PP Training Center Dubai – UAE
* Bobcat Telescopic Handlers New ROTO Bobcat Training Center Kuwait – ME
* Bobcat New ROTO Telescopic Handlers Bobcat Training Center DIECI – Italy
* **2014 Advanced Service Trainings:**
* Compact Skid Steer Loaders 400s & 500s Bobcat Training Center Dobris – Cz
* Doosan air Compressors (standard & oil free) PP Training Center Dubai - UAE
* Bobcat Telescopic Handlers New 18 meters Bobcat Training Center Dobris – Cz
* Bobcat ROTO Telescopic Handlers Bobcat Training Center Dubai - UAE
* Doosan Generators, Compact Loaders and Attachment Bobcat Training Center Dobris – Cz
* **2013 Advanced Service Trainings & Dealer University:**
* Compact Skid Steer Loaders Bobcat Training Center Saudi Arabia
* Doosan (Ingersoll Rand) Compressors & Engines OEM (Yanmar, Cummins, J. Deere) PP Training Center Dubai - UAE
* Compact Telescopic Handlers Bobcat Training Center Dubai - UAE
* Service Contract - Essential Concepts Bobcat Training Center Dubai – UAE
* Managing the Sales of Service Contracts Bobcat Training Center Dubai – UAE
* Compact Mini-Excavator, Compact Loaders and Attachment Bobcat Training Center Dobris – Cz
* DEUTZ Engine Bobcat Training Center Dobris – Cz
* Compact Telescopic Handler Bobcat Training Center Dobris – Cz
* Compressors Bobcat Training Center Dubai – UAE
* **2012 Advanced Service Trainings:**
* ROTO Telescopic Handlers DIECI Training Center Parma - IT
* Compact Skid Steer Loaders Bobcat Training Center Dubai - UAE
* Doosan (Ingersoll Rand) Compressors & Engines OEM (Yanmar, Cummins, J. Deere) PP Training Center Dubai - UAE
* Compact Telescopic Handlers Bobcat Training Center Dubai - UAE
* Service Managers Bobcat Training Center Dobris - Cz

* **2011 Trainings:**
* Business Statistics & Analysis Volvo Training Center Algiers - DZ
* Technical-sales English language (Sales Engineer) Volvo Training Center Algiers - DZ
* After sales Volvo Trucks competition (VISTA) CDC Volvo Trucks Dubai - UAE
* Warranty claims handling and warranty audit systems CDC Volvo Trucks Gothenburg - SW
* Quality Run Through seminar CDC Volvo Trucks Dubai - UAE
* **2009 Trainings:**
* Warranty claims handling CDC Volvo Trucks Gothenburg- SW

# General Know-how:

**Managerial attributes**

* Experienced in the management of a field based team.
* Ability to work closely with and develop relationships with customers.
* Highly organized with a positive “can do” attitude.
* Knowledge of progress monitoring and reporting.
* Ability to organize clerical work, administration, control systems and financial resources.
* Experience of using modern business methods in a practical way.
* Knowledge of recruiting, selecting and appraising staff.
* Able to handle communications and corporate affairs.
* Building effective and efficient teams.

**Personal attributes**

* Excellent customer facing skills.
* Disciplined, energetic and results orientated.
* Having analytical approach to problem solving.
* Can create environment where colleagues and staff can develop and excel.
* Assertive and confident.
* Self-starter, who can multi-task in a demanding environment.

**Key Competencies and Skills**

* Customer responsiveness
* Revenue growth
* Up selling
* Cross selling
* Diplomacy
* Effective leadership
* Integrity
* Team development
* Planning
* Project strategy
* Control & Coordination
* Conflict management
* Negotiation
* Scheduling
* Estimating
* Performance measurement

**Languages:**

* **Arabic** Mother tongue.
* **French** Fluent.
* **English** Fluent.

**IT Proficiency:**

* Microsoft Office applications (Excel, Word, PowerPoint, Access, Outlook).
* Various ERP: Oracle, SAP, TIJARA, OBIE, Incadea.
* Volvo Software: IMPACT, UCHP (Unified Claim Handling Program).
* Doosan Software: BASSII, BATS, Doosan shop, Tavant.
* OEM Diagnostic software: Bobcat Service Analyzer, Volvo Vcads Pro and Yanmar YDT.

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# HOBBIES

**Sport** - Shooting, Fitness, boxing.

**Others** - Chess.

- Traveling, Cinema and reading.