## SUBRAMANIAM

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## SENIOR AUTOMOTIVE MANAGEMENT EXECUTIVE

***Executive Profile: 25 years - AutoIndustry Dealership Expert in Senior Management Ops.In 5 GCC Gulf countries***

**(In Sales, Brand, Product, Marketing & After sales )(Retail Sales, Used Cards. Fleet, Leasing, Car Rental, Limousine,)**

A Dynamic Automotive Business expert,Auto-Car & Commercial vehicleDealership professional with over 25 Years comprehensive Auto industry expertise in 5 Gulf AGCC countries/Markets, proven track record in Leading, Heading Operations, Conceptualizing, Developing, Implementing and executing strategic **Sales, (showroom,Retail, Fleet, Leasing, Car Rental, Outdoor, Used, Preowned cars) P& L, Product**, **Brand, Marketing, After sales Spare parts & Service Ops, business development, brand management operations**& functions, for leading worlds Toprenowned Auto Brands, for premium, Luxury, high volume, performance , sports cars Segment from -German, Japanese, American, Korean, Chinese, Indian origin Auto Brands, Auto Dealerships, in Qatar, Bahrain, Oman, U.A.E & Saudi Arabia, for Passenger Cars/vehicles, LCVs, commercial vehicles, Trucks, Busses.

Offering an impressive experience in delivering optimal results; demonstrated an exceptional ability to meet Strategic, organizational objectives and demands. Offer strong Management skills; maintain effective presentation and [communication skills](http://www.sampleresumetemplates.com/buying_agent_resume_sample.html) as well as strong quantitative & [analytical skills](http://www.sampleresumetemplates.com/buying_agent_resume_sample.html) with extensive [Industry knowledge](http://www.sampleresumetemplates.com/buying_agent_resume_sample.html); expertise gained with highly reputed organizations with challenging assignments, utilizing my skills and experience in various facets of the field, with high degree of acumen, leadership qualities, capabilities exhibited in time tested periods to get results.**Proficient speaker in Arabic Language, Expert in English, Hindi, Tamil, Malayalam Languages.**

PROFESSIONAL SYNOPSIS

* A seasoned professional, offering an extensive experience of **25years in Automobile industry in 5 GCC Markets – Gulf Countries**, in managing the spectrum of **Sales & Marketing Management, Brand & Business Development, P&L and After Sales;**lastly till 1st May 2017 headed as **Manager-Operations Automotive**with **Mannai Trading co., (Auto Group) Doha Qatar.**
* Proven acumen in the spectrum of Team Management, Strategic Planning, Sales & Marketing, Business Development, Project Management, Business Tie-ups and Client Servicing and handling Local markets.
* Possess an attitude of go-getter coupled with multi–tasking abilities in driving team efforts towards achievement of organizational goals, which require deep understanding of multiple markets and industries.
* Successful in building relationships with upper-level decision makers, seizing control of critical problem areas, and formulating Sales & Marketing plans/ strategies in the gamut of Sales & Marketing, Go-to-Market, Pricing, Sales, Distribution and planning strategy for maximizing profitability & revenue generation and realizing organizational goals.
* Dexterous in mapping business dynamics and realigning strategic and developed goals; identified required resources, including personnel and innovative technology to drive growth.
* Valued contributor to key strategic initiatives right from conceptualization to facilitating implementation in real time environments; gained repeated success with focus on driving vision and achieving critical strategic goals.

KEY FUNCTIONAL AREAS

* **Dealer Organization:**Dealer Management & Operations, Sales & Marketing Guidelines& Functions, Brand Development, Business Ops.
* **Business Management:** MIS Tasks of GM, Dept. heads & other Managers, Monthly-Quarterly-Half yearly and Annual P & L Statements, Business Unit Structure, Organizational Structure, Operative Data/Key Statistical figures, Dealer-Importer reporting systems
* **Sales & Marketing:**Sh./Retail, Fleet,Outdoor, Bulk, Institutional , Car Rental, Leasing / Marketing: ATL/BTL, Advertising, Brand Building, CI
* **Dealership:** Management Role, Part of HR/HRD, Administration, Finance, CRM, ICT (IT), After Sales – (spare parts, Service Ops)
* **Principal:** Dealer principal, on CI, Dealership functions, Sales, Ordering, Prod./Marketing, After sales, CAPEX, Business Plans, Vol Plans,
* **Agreed Targets/Follow Up:** Sales & Target Planning, Volume Planning, Dealer Performance check, Market oriented Planning, Report forms, Dealer Margins, vehicle registrations, Target Model Range, Used and Pre Owned cars Market.
* **Marketing Plan:**Preparing Marketing Plan, measures and schedules against Budgets, sales Marketing Plan, Framework Marketing Plan.
* **Product Offer and Pricing/Costing:** Active Price & Product Management, Type of Price differentiation, Price calculation of New and used cars, Competitors Price and Sales figures calculation, Price Index, Price Index calculation, Active Price Management.
* **Retail Marketing / Promotion:** Advertising Plans, Independent Dealer Advertising, Planning, Advt. Instruments, Dealer Participation, Means of Advertising, Measure and follow up, Demo Cars, Brand Guidelines, Types of Advertising, Advertising Materials.
* **Logistics:** Storing space, Yard, Movement for new, Pre owned Car Rental vehicles in store, PDI, Vehicle Transportation and Delivery.
* **Market Launch:**Launching Plan, New Prod. Development, Homologation, Testing, organizing, execution and evaluation.
* **Statistics and Market Research:** Market Research, Importer Market studies, Customer Satisfaction studies, Sales and Registration Statistics, Car Park, Group market Research, Retail, Fleet & RAC market info Statistics.
* **Motors shows & Exhibitions:**Objectives, Planning, Structure, Event Character, Stands, Marketing, Advertising, event Management,
* **Personnel/Coaching/Training:** Company/Personnel Structure, Product, sales and marketing Training for Salespersons and Managers, , International Training Centre (ITC) sales, Training and Development, Personnel Requirement, Job Description for Sales Management.
* **Used – Pre owned Vehicles:**Performance Standards, Used car Marketing & Programs, Used car sales strategy, up keep maintenance, storage

EMPLOYMENT CHRONICLE

1. **MANNAI TRADING CO. (Auto) (GMC, CADILLAC, SUBARU), Doha Qatar/May’2015 to May-2017**

**Manager Operations (Auto Sales, Corporate, Fleet, Leasing, Outdoor, Car-Rental- RAC, Used cars, Limousine)**

**Key Deliverables:**

Leader to manage and guide sales team to reach sales, growth and profit objectives with support from various deps, office within Group.

* Facilitatethe gamut of Auto Sales, Corporate, Outdoor,Fleet, Leasing, Car Rental RAC, Limousine Operations and functions.
* Devise, develop, initiate and implementing strong and aggressive strategies towards shaping the market to have maximum reach and results.
* Demonstrated track record of driving growth, improving operations, and successfully creating solutions for complex business problems.
* Shouldering the responsibility of coaching, monitoring, supervision &handling Multicultural Staff/team;ensure and maximize Staff operation, functions, co-ordination and customer satisfaction., to produce maximum reach, results to have sustainable growth & customer good will/Loyalty.
* Liable to deal internally with H.R/HRD, Administration, Finance, Accounts, Credit control, Legal,after sales, CRM, spare parts, after sales and Management, and externally with corporates, conglomerates, Govt, Private, Oil and gas. Rent a Car companies, Leasing specialist, Banks, Insur.
* Being updated with sound knowledge & understanding of current market development,competitor activities, evolving market conditions New Car Dealerships in New Vehicles sales, Used car-preowned car, Leasing, Car rental-Hire, Fleet, Limousine operations in various sectors.
* spearheading Corporate, Fleet sales, Car Rental, Hire, and Leasing operations, enquiries, prospecting, quotations, tender, bids, orders finalization, sales process, contracts and agreements, banks and finance approvals, Credit appraisal, evaluation, stock and delivery, PDI, registrations, documentation & delivery, & follow up thru CRM, Direct and indirect enquiries and foot fall in showrooms/outlets.
* HandlingRetail showroom sales operations, showroom, merchandising activities, sales reports, prospecting, sales process, deal finalization, PDI, reporting, analysis, evaluation, used car pre-owned process evaluation, price, de-fleeting, used car management, stock, distribution, and sales.
* Handling Car Rental Ops, Leasing, Hire, and fleet, outdoor Management, CAPEX, Purchases, Sales, Invoicing, PDI, Service, Insurance, and Banksetc.
* Steering functions for planning, achieving of sales volume growth by sales campaigns, marketing initiatives/ promotions to maximize sales.
* Ensure& oversee dealer adherence to sales, Retail, Corporate and Fleet, Leasing, Car Rental& Limousine policies, systems, and process.
* Accountable for the successful management of the needs of the VVIP customers, corporations, companies, institutions, Bulk, Corporate, Fleet, Leasing Cos, Car rental companies, RAC, Management companies, and Government institutions.
* Liable to devise implement Sales Plans, schemes to increase overall sales, brand, volume growth through Retail, Fleet/Leasing/Car rental Ops.
* Accountable to contribute to building Brand Value/Awareness, Reach, Growth, Volume, Market share, Achieve enduring profitable growth.

1. **OLIKARA DISTRIBUTORS, Kerala, India (CV spare parts) Mar’2013 – Apr’2015**

**Business Head – Exports – (CV - Auto-Spare parts to Middle East)**

Steered functions for Commercial Vehicles /Trucks/Buses spare parts exports to Middle East Region; Marketing & Business Dev. Head: M/s. BUSINESS ASSOCIATES – (Coimbatore – India) Marketing – Trading/ Distribution Agency

1. **WESTERN AUTO COMPANY LTD., Saudi Arabia (Ashok Leyland, CMC, Foton)Feb’2009 – May’2012**

**General Manager – Operations (P & L, Sales, Product & Marketing/ After Sales – Spare parts & Service)**

**(In Sales in Commercial vehicles- Sales, Retail, Fleet, Outdoor Leasing, and Institutional& Bus Rental Operations)**

* As Business Head - Heading Operations, P & L, Sales, Product, and Marketing and after Sales, Leader with vision, to lead from front and lead by example and Mission is to take Brands and the Team to new heights and achievements in K.S.A, have achieved various milestones, exponential growth/ results/success.(expanded operations in new ways by introducing Fleet, Leasing, outdoor, and Bus Rental Ops from 2009
* led a Team of close to 100 staff from 2009 till 2012, with 4 Branch Ops, 3 Sales & Service Managers,, with Marketing, Administration, Finance, H.R, CRM, Homologation/Ordering, Product team in placewith operations in Dammam, Riyadh, Jubail& Jeddah cities, with Retail, Fleet sales, reached 250 Units in 2009, Buses/Trucks of Ashok Leyland. In 2011 had crossed 550 Units, 850 Bus/Truck, Units by 2012, and Staff strength set to increase up to 125 by the end of 2012.
* Having brought in and established in 3 years, fairly good brand awareness, Image and visibility in this short span of Ashok Leyland Presence in Kingdom. Established Ashok Leyland product and its Buses, as No.1 Leading, and with Major market share in its segment consisting of Labor Transport, having 55% to 60% market share in sales in Labor transport segment, with demand at premium being sought after by leading, Major construction and contracting companies over competitors TATA, GMC, Daewoo, & other Chinese brands in this 10 Meter, 11 Meter bus segment with 55 to 83 Seating capacity, AC and NON AC buses, catering to Labor transport in Kingdom of Saudi Arabia.
* Target achieved and exceeded at 85 Million S.R Turn over for Sales, Service and Spare parts for 2010, having achieved 100 Million S.R in 2011, having enhanced and increased GP/ Net Profitability in operations with hands on approach with Principals to get best price advantage, with excellent negotiation skills, and prudent planning and execution on ordering, stock management, product, pricing, sales strategy, planning to reach a total turnover of 125 Million S.R, 35 Million US $, 225 Crores industry Rs. turn over by CY-2012.
* Handled overall operations from Brand / Business, Product & Market development, Sales (Retail/Showroom/Fleet), Product, Marketing and Administration. Working closely with group H.R., Finance, Service, Administration, Spare Parts, customer care (CRM), Logistics etc. Depts. Identified and created, implementing new facilities, expansion in Sales, Service and Spare parts facilities in Dammam, Riyadh and Jubail.
* Liaised closely with Principals and Manufacturers: Sales Export office, Marketing, Ordering, Product, and Logistics & Finance Departs in Dubai and Ashok Leyland Chennai Office; following given CI guidelines on the working and functioning of the organization.

1. **Galadari Automobiles Ltd, (Mazda) Dubai & U.A.E(Dubai & 6 Emirates)May’2008 – Nov’2008**

**Assistant General Manager – Operations (Sales, Brand, Product, Marketing& Business Dev.)(7 Emirates)**

**(In Car Sales Ops: Retail, Fleet, Leasing, Outdoor, Bulk, Exports, Used-Preowned cars&Hire - Car Rental Operations)**

* Steered functions for heading business operations, P & L, Head of Sales, Brand, Product and Marketing operations, For Dubai & 6 Emirates
* Recognized with vision and mission, for taking the Brand and the Sales Team to new heights and achievements in short span of time in 2008
* Headed & Led Sales, Product, Brand & Marketing operations, with Multi-cultural, Multi-national, Multi Branch/city (10 Showrooms)& Multi-brand exposure, Over 120 Staff Reporting and under my head, over 7 Sales Managers, 1 Marketing Manager, 1 National Manager & other Managers.
* Managed the spectrum of P & L Budgets, forecasts, Business and Volume Plans, Frame work Marketing Plan, Media Plans annually, and medium term (3 Years Plans) and long term Plans (5 Years). Envisages growth to double from 6000 Units to 12,000, in 3 year period at 33% P.A
* Handled Brand development, Sales (Retail / Showroom / Fleet), Product, Marketing and Administration operations.
* Managed Product, Brand and Business development, Model mix, Model variants, on line ordering plans, Matrix and execution and on line ordering system with dealer principal in Dubai and in Japan
* Liaised with principals & manufacturers: Sales Export office, Marketing, Ordering, Product, and Logistics & Finance Departs in Dubai/Japan
* Associated with recruitment process, with HRD and HR, staff trainings on existing Products and new product introductions for Mazda Brand.
* Assigned targets for Capital for fleet, Retail-showroom, Individual & group targets, territory & Model mix targets.
* Looked after the Marketing/Product Team to analyze market activities like competitor product performance, competitor Product launches, Schemes, Promotions, analyze market growth potential and performance, monitor prices of competitors etc.
* Scale, measure & devise system to analyze performance, review sales, customer follow up activities, customer care.
* Worked closely with group corporate, divisions, Finance, Service, Administration, Spare Parts, customer care (CRM), Logistics etc.
* Achieved organizational goals by leading a big Team Marketing/Sales Team in 7 Emirates in U.A.E (Dubai, Abu Dhabi, Sharjah, Fujairah, Ras Al-Khaimah, Um Al Quain, and Al-Ain Cities, with 3 showroom/outlets in Abu Dhabi & Sharjah alike).
* Looked after 120 Staff members of 1 National Manager, 2 Regional Managers, 2 Sales Mgrs., 1 product Manager, 1 Brand Manager, 1 Marketing Manager, 1 Fleet Mgr., 1 Used Car, Pre owned car Manager, with 6 members in the team, 6 Branch Managers as dept. heads and 50 member strong sales forces, 35 support staff, 10 back office staff, 1 CRM Manager, 3 CRM Assistants for Sales and Marketing.
* Played a crucial role in reaching 6,500 Units in 2008, with sales turnover of more than 325 Million US $, 1,200 Million AED Dhs, 2,165 Crores ind.Rs. Sales Turnover of vehicles in 2008.
* Successfully achieved an exponential growth of 200% and doubled sales volume in short time span, from April 2008 to Sept -2008.

1. **TOWELL AUTO CENTRE LLC, - Mazda, JAC**, **- Muscat Oman. Feb'2006 – April’2008**

**Business/Brand Manager – (Dealer Development /Dealer Principal)**

* Steered functions for Dealer principal and Business Development of Mazda, SEAT & Mahindra Brands in Oman Market, Market Launch, spearheading Strategic and tactical planning, execution of sales and Marketing Operations
* Represented/ presented two Brands in 8 different region/Territories (16 Branches) in Oman, dealt with handled over 100 Members Sales Team
* Looked after P & L Budgets, forecasts, Sales Business and Volume Plans, Frame work Marketing Plan, Media Plans for 2 Brands annually, and medium term (3 Years Plans) and long term Plans (5 Years).
* Played a pivotal role as a Business& Brand Manager handling operations from Dealer Principal / Brand / Business development, Sales (Retail/Showroom/Fleet, Outdoor, Govt, and Institutional), Product, Marketing and Administration having visited Mazda (Japan), SEAT (Spain) and china for 2 new Brands acquisitions from 2006 to 2008 period.
* Associated with recruitment process, Sales, Product, Marketing staff trainings on existing Products and new product introductions, Brand development, Business development for Mazda, SEAT and Mahindra.
* Dealership acquisition of 2 More New Brands in Commercial vehicles segment, from 1.5 Ton to 16 Tons was being added.

1. **GULF AUTOMOBILES & TRAD. CO., (VW, Audi, Porsche) Doha Qatar / Feb’1999 – Apr’2005**

**Brand Manager – Operations (Sales, Brand, Prod, Marketing - *Volkswagen, Audi*)**

**(In Car Sales Ops: showroom, Retail, Fleet, Leasing, Outdoor, Used-Preowned cars & Car Rental Operations)**

* Spearheading Sales & Marketing, with Strategic and tactical planning, execution, monitoring, review of sales and Marketing Operations..
* Re-Introduced, positioned & established Volkswagen Brand in Qatar Market; launched Brand and its new Models since 1999 manifold till 2005
* Headed and Led P & L, with Budgets, Plans, forecasts, Business Plans and Volume Plans, Frame work Marketing Plan, Media Plans for 2 Brands annually, medium term(3 Years Plans) and long term Plans (5 Years), to monitor, analyze and review on monthly, quarterly, yearly basis
* Led a Team of 15 for Sales initially in 1999& grown to 40 in 2004, with a turnover of 50 Million Qatari Rial, and a marketing Budget of 1 Million Q.R annual Budget in 1999 to 3 Million Q.R annual Budgets in 2003 / 4 periods.
* Achieved a sales growth of over 100% year on year (YOY) increase, From 200 Units in year 1999, having crossed 1500 Units by 2004.
* Achieved phenomenal& exponential growth and results, with sales turnover of 125 Million Q.R, 35 Million US $, 225 Crores INR in CY 2004.
* Handled operations of Brand / Sales/Marketing/ Business development, (Retail/Showroom/Fleet, Leasing, Car Rental-RAC), Product, Marketing.

1. **BEHBEHANI BROS WLL, Bahrain** *(Volkswagen, Audi, JEEP & Porsche)* **May’1996 – Aug’1998**

**Corporate Office Executive (Sales, Brand, Ordering, Marketing & Product)**

* As Corporate Business Exe. Liaised, Co-ordinated, vital & important link with Management, Corporate , Dealer principal and Dealership Operations Team in Sales, Marketing, Brand Management, Product and Ordering process for Volkswagen, Audi, JEEP and Porsche Brands.

1. **SAUD BAHWAN AUTOMOTIVE, Oman** *(Toyota, Lexus, Ford, Daewoo, MAN- Hertz)* **May-1990-Mar-1996**

**Branch Senior Sales Executive (Sales, Fleet, Outdoor, Leasing& Car Rental)**

**(In Car Sales Ops: showroom, Retail, Fleet, Leasing, Outdoor, Used car, &Hertz: Car Rental Operations) In Branches.)**

* In charge of Retail Sales, Fleet , outdoor, Leasing, Govt, Institutional, Hertz Car Rental, having led from front and by example, as a highly committed, dedicated hard working executive improving Market coverage, reach and to exceed targets, in Interior Markets, promoting, establishing brand, product. Taken the Brand and its products and the results to new heights and achievements.
* Having been with worlds Top leading, volume, premium, leading brands like Toyota, Lexus, Ford, Daewoo brand passenger cars, Light commercial vehicles, and Light trucks, & Hertz Car Rental, with increased market share, volumes and market reach.

ACADEMIC AND PROFESSIONAL CREDENTIALS

***Bachelor of Commerce - (Graduate) 1987*Madras University, India**

**Computer Proficiency:** computer literatesince 1987/88 in NIIT & Computer point in Chennai, India, in Basic, COBOL, FORTRAN, D-Base III Plus, and Post Graduate Diploma in Computer Application (PGDCA)

\* Proficient in the use of Microsoft & MS Office systems (Word / Excel /PowerPoint), since **1996** till today.

\* From **1996 to 2008,** 12 Years Hands on experience in Volkswagens on Line system: FAVAS/NADIN, (VW, Audi, and SEAT) for Sales, Marketing,

Program me, Model Mix, Product, Ordering Process& Matrix, Systems, Price build up/Costing, Production, shipment, and Logistics.

\* Ker ridge system (Sales, Product, Admn, &, Marketing) & For Mazda on line systems for 3 years from 2006 to 2008 (Product, Sales/Marketing)

\* Having worked with SAP for 4 years from 2009 to 2012 in Saudi Arabia for Sales, service, spare parts, A/c, and P&L operations.

\* Presently with CISCO operating systems, Dealer MIS, since 2015 to 2017. (Auto Rent, Sales, Fleet, Leasing, Hire) Auto Group operations.

PERSONAL DETAILS

**Date of Birth:**06.06.1967

**Languages known:Expert in** English,**Proficient in spoken Arabic**, Hindi, Tamil, Malayalam

**Driving License**: Qatar, Having Valid U.A.EDriv. License, Oman, Bahrain, Saudi Arabia and India.