

**SAI**

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*A self-motivated and qualified professional with an extensive experience of* ***24.9 years*** *in the domain of* ***Sales and Marketing, Business Development, Client Relationship Management& Team Management****. Has accomplished diversified projects successfully and as a part of it, travelled to almost every part of the globe including U.A.E, Middle East, CIS as well as African & South East Asia region.*

# CAREER OBJECTIVE

Seeking responsibility-driven assignments in sales, marketing and business development with a reputed organization in **Automobile Industry**that along with inspiring work atmosphere avails me wider opportunities for career growth. .

# PROFESSIONAL SYNOPSIS

My academic qualifications and significant professional experience have bestowed me with insights and incisive nous that capacitates me to take decisions and render services in a manner that the organization’s’ interest would be aggressively promoted. I am a self-assured achiever who believes in making a bold statement with every pursuit aimed at fulfilling organizational missions. The job profile seeks astuteness which I am brimming with due to my firm grip over core areas relevant to the role.

Sales & Business Development

* Managing sales functions for products for enhancing profitability. Planning Dealer network operations, ensuring adherence to the allotted Region.
* Defining and implementing strategies for market penetration by identifying and influencing prospective clients & exploring marketing budgets.
* Overseeing the sales & marketing operations, thereby achieving increased sales growth across region. Developing periodic business plans & strategies, in coordination with macro plans of organization.

# PROFESSIONAL EXPERIENCE

### SAF HOLLAND MIDDLE EAST FZE UAE

*SR Area Sales Manager September 2015 – August 2016*

*The company manufactures axle and suspension systems, fifth wheels, couplers, kingpins ago, and landing Legs*

*The products are used mainly in the trailer industry such as kogel Vehicle technology and Schmitz, Cargo bull*

*Used, but also by truck manufacturers.*

Accountabilities and achievements

* Been a part of the group focusing on three business areas- Trailer System (Trailer) Powered vehicle System (Tractors etc.) and After Market (Spare parts Business)
* Travelling the entire African Sector and identifying the trailer builders thus developing the spare parts business as a profit division
* Appointing dealers for truck and trailer spare parts in African sectors
* Handing a team of four people and achieving a target of 3 million Euro per year

### CENTRALIZED SPARE PARTS TRADING FZE DUBAI

*Area Sales Manager Jan 2013 – May 2015*

*C.S.P.T is part of OMNI group which is a forward thinking management company with a portfolio of Companies mainly operating in the Automotive and mechanical sectors in Central Asia, Australia, Middle East & Africa. The group has been successfully operating for 15 years in these regions.*

*C.S.P.T supplies Genuine and OEM Spare Parts for, Japanese passenger sector& European & American Trucks and NAVISTAR ,BLUEBIRD Busses PIRELLI Tires, TEXACO LUBRICANTS &VARTA Batteries to Fleets, end users, Mining, Oil & Gas across the AFRICAN COUNTRIES for B2B Business*

Accountabilities and achievements

* Travelling to the designated African countries to create and develop the Fleet and end-users of South & North African region for Genuine Truck and Passenger car parts , Texaco Lubricants & VARTA Batteries to the mining companies and fleet owners
* Handling a team of three and achieving a target of 2 million USD per year

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| **AUTOMOTIVE EQUIPMENT (LTD)** | **LUSAKA (ZAMBIA)** |
| *Senior Sales Manager* | *Sep 2008 – Dec 2012* |

*AUTOMOTIVE EQUIPMENT is a part of “MEHTA “group ZAMBIA and the distributor of European& Japanese*

*Genuine Spare parts and OEM Parts such as -SACHS, HENGST, GLYCO, FAG Bearings, LUK Clutches& Steering pumps,*

*MAHLE Pistons, KS Valve guides, KKK Turbo chargers, CONTITECH Belts, JOST, FEDERAL MOGUL, GOETZ*

*P/Rings , BOSCH Electrical Parts BERAL B/Linings, and Tractor Parts, Exclusive Dealer of SHARLU Lubricants in the whole of ZAMBIA, Castrol oil ( South Africa )& Tires for heavy Commercials and Auto accessories to Oil, Gas & Mining sectors across Africa*

Accountabilities and achievements

* Creating, developing and managing marketing tools with complete market data analysis
* Preparing communication actions to implement strategy and action plan of increasing the customer base & sales volumes in entire U.A.E. local & Export market.
* Coordinating for re-export & local market sales, collection of Cash.

### ALJENAIBI AUTOMOBILE L.L.C UAE

*Senior Sales Executive June 2005 – August 2008*

*The company is exclusive automobile dealership for BMW, NISSAN RENAULT & IVECO TRUCKS in Oman and one of the leading automobiles company in Middle East re-exporting parts and car, trucks to numerous countries across the world.*

Accountabilities and achievements

* Creating, developing and managing marketing tools with complete market data analysis
* Preparing communication actions to implement strategy and action plan of increasing the customer base & sales volumes in entire U.A.E. local & Export market.
* Coordinating for re-export & local market sales, collection of PDC in U.A.E.
* Maintaining electronic & manual catalogues, price lists, micro cat and bulletins.
* Increased the number of customers networks & achieve increased market share in Saudi Arabia, Qatar, Bahrain, Ethiopia, Kuwait, U.A.E, Yemen, Iran, Egypt, Tanzania, Ghana, Libya, Syria, Sudan & Uganda.
* Assisting customers for procuring fast moving parts and open regular L/C, CAD and Bank guarantees to increase the sales volume of top customers by this operation.
* New markets mapped: New CIS export customers in **SHARJAH** for NISSAN & BMW Genuine parts

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| **OMAN TRADING ESTABILISHMENT (SUHAIL BAHWAN GROUP,)** | **AL BURAIMI, SULTANATE** |
| *Sales Executive* | *July 1997 – March 2005* |

*The company is exclusive automobile dealership for Hyundai, GM, Isuzu, Subaru in Oman and one of the leading*

*Automobile Companies in Middle East re-exporting parts and car, trucks to numerous countries across the world.*

Accountabilities and achievements

* Interfacing with local chamber of commerce, exposure in L/C, CAD documentations.
* Maintain electronic & manual catalogues, price lists, micro cat and bulletins.
* Deft in increasing the number of customers networks & achieve increased market share in Saudi Arabia, Qatar, Bahrain, Ethiopia, Kuwait, U.A.E, Yemen, Iran, Egypt, Tanzania, Ghana, Libya, Syria, Sudan & Uganda.
* Assisting customers for procuring fast moving parts and open regular L/C, CAD and Bank guarantees to increase the sales volume of top customers by this operation.
* Major product dealt / development undertaken: Hyundai KIA,MOBIS parts development in Iran and Qatar Libya market

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| **AL HASHAR GROUP OF COMPANIES** | **MUSCAT, OMAN** |
| *Sales Executive* | *Oct 1991 – April 1997* |

*AL HASHAR group of companies are one of the leading groups in the Sultanate and was the sole Distributors of NISSAN Motors UNITED DIESEL (Commercial Trucks) TADANO Cranes, BMW GERMANY TATA INDIA, PROTON MALAYSIA, PM Cranes ITALY, VEEDOL Lubricants & FIRESTONE Tires* ***etc.***

Accountabilities

* Handling indoor sales activities independently in the branches of OMAN.
* Dealt with major products / development undertaken and sold mainly NISSAN, TATA, TADANO cranes Genuine parts in the cash Counter
* Controlling and conducting strategic planning for counter sales and stock related matters (Inventory control) to assure timely delivery and payment collection to support field sales staff.  Achieved the set sales target of the branch

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| **ALBEDO SCHOOL OF BUSINESS MANAGEMENT 2010**  *Bachelor of Business Administration* | **– 2013** |
| **NATIONAL COUNCIL FOR VOCATIONAL TRAINING**  *Refrigeration and Air conditioning Trade* |  |
| **ADDITIONAL CREDENTIALS** |  |

### EDUCATION

* Attended training programs for SAP Programme & worked in computerized environment
* Proficient with the use of e-catalogues of above Brands of Vehicles, Windows XP, MSOffice, Excel, Word, Internet.  Adept in MS-Office and advanced browsing skills.

***Africa***

South Africa, Botswana Swaziland, Lesotho, Madagascar, Congo, Tunisia, Mali, Egypt, Uganda, Ivory Coast, Mauritius, Zambia, Zimbabwe, Malawi, Namibia, Tanzania, Kenya, Ethiopia, Mozambique, Djibouti, Ghana\

Cameroon,Mauritania, Senegal,Togo

***GCC***

Saudi Arabia, Bahrain, UAE, Yemen, Oman, Qatar,

***CIS***

Kazakhstan, Azerbaijan, Uzbekistan, Nigeria

***Asia***

Sri Lanka, Bangladesh

# DECLARATION

I wish to represent myself in obvious terms by means of my Curriculum Vitae, which are above for your kind surveillance.

I assure you that it would always be my endeavor by diligence and attention to deserve your confidence.