

Samama

Product & Programs Development Manager, Customer Care & Aftersales-Automotive Parts & Service, General Motors Middle East Operations

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| PersonalProfileSummary |
| * Proven, versatile and result oriented manager with international business experience. Mechanical Engineer and Post-graduate Diploma in Sales and Marketing management. 16+ years of operational excellence with General Motors and 26+ year’s in various leadership roles in sales, strategy, turnaround, brand and marketing management, product management, customer experience and corporate communication in the following industries across Middle East, Africa and Asian markets.
* *Automotive 2) Lubricants and Chemicals 3) Generators and Marine Engines 4) Dehumidification and AC Gases*
* Winner of prestigious “GM CHAIRMAN HONORS” top employee award from GM CEO Mr. Rick Wagoner.
* Strong on operational as well as strategic ability demonstrated successfully heading regions, markets, functions and projects, leading multi-national diverse teams and delivering sustained profitability, market shares and brand image improvements.
* Joined GM as “*Market Development Manager*” until former field sales role of “*Area Parts Manager*” for Africa and currently working as “*Product and Programs Development Manager*” for Middle East and Africa based in Dubai, United Arab Emirates.
* Expert knowledge and skills of optimizing revenue, profits and customer experience for GM parts dealers and ACDelco wholesale networks. Deep experience in transformational growth, change management and sustainable business turnaround helping the organization to win in the marketplace.
* Good understanding of working in mature, emerging and developing markets across regions with multi-brand management capability handling various automotive brands/suppliers/dealers/wholesalers working in both retail and wholesale functions.
* Specialist for developing and managing Independent Aftermarket products programs huge portfolio of
	+ ***ACDelco 1)Lubricants 2) Automotive Batteries 3) Coolants 4) Refrigeration Gas 5) Vehicle-Care***
* Seasoned professional with a reputation for building collaborative and trusted relationships with leaders, colleagues and peers.
* Personal Areas of skills and expertise: [Leadership](http://www.oxford-group.com/our_expertise/leadership_programmes); [Management Development](http://www.oxford-group.com/our_expertise/management_development_programmes); Large Scale Roll-outs; team’s integrated management; [Executive](http://www.oxford-group.com/our_expertise/executive_coaching) Coaching; [Team Effectiveness training](http://www.oxford-group.com/our_expertise/team_effectiveness_programmes) supporting group events and communication.
* Sound technical and commercial knowledge of Industrial equipment business and multi-products trading from previous jobs. Earlier worked for AL FUTTAIM TRADING also ZAWAWI some of the most reputed groups in region.
* Achievements – Awards and Recognition
1. 2016 GMMEO OPEX AWARD operational excellence for ACDelco locally blended oil program.
2. 2014 GM ACCELERATE AWARD for variable profit maximization project of ACDelco products portfolio.
3. 2011 FASTEST DRAG RACE TIME IN CAMARO SS. SPEED DEMON TROPHY FOR GM ride & drive challenge.
4. 2010 GM MEO MERIT AWARD for exceptional work performance throughout the year.
5. 2006 GM CHAIRMAN HONOR top employee award in General motors for Africa Ship-direct programs.
6. 1999 SAP SUPER USER AWARD for Al Futtaim trading SAP R/3 SAP implementation project.
7. AWARDS FOR LONG and DEDICATED SERVICES TO GENERAL MOTORS for 5, 10 and 15 years.
* Key attainments during the tenure:
1. Compliance certifications to regional standards for GM parts and ACDelco products-Lubricants and Batteries.
2. Launched ACDelco Classic coolant program and Enhanced this program later by adding more service oils.
3. Launched challenging ACDelco locally blended lubricants program for MEA region. Replaced US oils program.
4. Started GM parts distribution into following new market from scratch and successfully integrated Africa markets with Middle East parts distribution supply chain in Dubai freezone.

**Angola, Algeria, Morocco, Egypt, Kenya, Libya, Tunisia, S. Africa, Mauritius, Senegal, Ivory Coast, Ghana, Guinea Bissau, Congo and Cape Verde . Also, Iraq, Afghanistan and Yemen.**1. Conceptualized and launched GM parts ship-direct programs for GMDAT and Daewoo parts from Korean plants. Received GM Chairman honours award for winning back business from Africa parallel importers/grey markets.
* Business and Marketing Skills:
* Product Manager

**Current Position: Product and Programs Development for Africa and Middle East Regions** Managing Product (Parts) programs portfolio and responsible for delivering the revenue and profit goals by managing independently the 4P’s (Product, Price, Promotion and Place) of marketing mix.**KEY RESPONSIBLITIES:** * MANAGE PRODUCT DEVELOPMENT CYCLE: Research; Plan, Develop, Test, Certify, Approval, Market Positioning, Release and Refine or Retire products.
* SUPPORT AFTERSALES PARTS AND SERVICE INITITATIVES: Enhance product programs; Interaction with the field teams and support distributor; Support Catalogue and POS; Maintain distribution channels for GM/OEM parts sales to dealers and ACDelco Independent Aftermarket wholesalers.
* Area Parts Manager

**Previous Position: Aftersales Business support to Africa dealers and other new markets** Serve as key point of contact for all GM dealers. Responsible for sales and distribution objectives for spare parts in Africa.* **KEY RESPONSIBLITIES:**

**DEALER CONTACT:** * *Business Results:* Maintain effective parts distribution; Achieve annual revenue and profit objectives.
* *Business Strategy:* Ensure strong program participation; Focus on retail; Benchmark market prices; Input for Business plan; Performance review; initiate performance improvement plans; Obtain and monitor annual marketing plans of dealers; Consult regarding parts department efficiency, Inventory mgmt.; Obsolescence; Accessory ; Parts facility planning; Incentives; Warehouse efficiency; Processes and Organization structure.

**DEALER SUPPORT:** * *Business Support:* Regular market visits to Africa; Support Brand Protection and counterfeit investigations; Deliver product trainings; ACDelco wholesale initiatives and All Makes growth; Readiness for new vehicle launches; Maintain support for key initiatives and objectives; Dealer Communication System usage; Work with Business Administration Managers in Africa to manage all issues and explore new opportunities to grow.

**DEALER LOCAL ADMINISTRATION:** * *Business Standards:* Ongoing management of advertising, sales promotion and obsolescence accruals to ensure 100% utilization; Take GM training's to maintain job proficiency; Maintain visit itinerary, meeting agenda, contact reports and action items list; Ensure dealer compliance to GM policies and process; Consult with dealers on Dealers Operating Reports (DOR) and put action plans to address deficiency; Ensure dealers comply to training standards and key position certification process. Support marketing manager for exhibitions, dealer conferences and parts/service excellence programs for managers and their teams in dealerships. Support and co-ordinate Africa dealer’s visits to Middle East parts distribution centre in Dubai and manage their itinerary and trainings.
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| * Professional Experience History:

Sept’2000-17:16+ years with General Motors Middle East Operations Dubai, UAE (Regional HQ)*Automotive manufacturer – General Motors Corporation produces vehicles in 37 countries under thirteen brands, which include Alpheon, Chevrolet, Buick, GMC, Cadillac, Holden, HSV, Opel, Vauxhall, Wuling, Baojun, Jie Fang, UzDaewoo and does business in 120 countries. GM is public limited company listed in NYSE and headquartered at Detroit, MI, USA.* **Growth path with GM MEO from Year 2000 onwards**

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| Sep.2000-Aug.2002 | ACDelco Market Development Manager for Middle East  |
| Sep.2002-Dec.2005 | ACDelco Product Manager for Middle East |
| Jan.2006-Dec.2007 | ACDelco and GM Parts New Markets Manager for Africa |
| Jan.2008-Dec.2010 | Business Development Manager-GM and Old Daewoo Parts for Africa |
| Jan.2011-Jun.2013 | Area Parts Manager-Africa and New Markets (Afghanistan, Iraq, Yemen) |
| Jul.2013-Onwards | Product Manager-Middle East and Africa |
| Jan.2015-Till date | Voluntary position GM Sub Export Compliance Officer for Aftersales  |

WorkExperience |

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| PERIOD | NAME OF COMPANY | PRODUCTS MANAGED | BRANDSMANAGED | JOBPOSITIONS | NATURE OF BUSINESS |
| Jul.98- Jul.2000 | Al-Futtaim Auto and Machinery Company (FAMCO)-Abu Dhabi | Diesel In-board Marine Engines and Portable Water PumpsIndustrial Generators | YANMAR- Japan | Sales Manager, Abu Dhabi and Eastern Region | Sales, Service and Parts support for Ind. Plants and Capital Equipment.PRODUCTS, PROJECT, SALES AND SERVICE MANAGEMENT |
| SDMO-France |
| Nov.94- Jun.98 | Al-Futtaim Auto and Machinery Company (FAMCO)-Dubai | Lubricants (Oils) | AGIP PETROLI- Italy | Sales Executive, Dubai and Northern Region | Sales through various dist. channels across value chains of Automotive parts, Air- conditioning parts, Hardware andMachinery markets.COMMERCIAL/PRICENEGOTIATIONS AND CREDIT RISK MANAGEMENT |
| Copper Tubes (Coils) | MULLER -USA |
| Spark Plugs, Ignition Leads and OEM Parts | CHAMPION-UKVOLVO Bus & Trucks |
| Refrigeration Gases R-11; 12; 22; 134 A | SANMAR, India and Solvay S.A, Belgium (Now Daikin) |
| Portable Diesel Generators; Water Pumps and Diesel Out-Board Marine Engines | YANMAR-Japan |
| Automotive Parts and Products | Mixed Products portfolio |
| Sep.93-Oct.94 | REEM Batteries and Power Appliances Co, Oman | Automotive Dry-Charge Batteries | ANTARA, POWER PACK, GULFSTAR- Oman (JV plant with Johnson Controls) | Export ExecutiveRe-Exports - UAE and CIS countries | Sales and Distribution for Dry-Charge Automotive Batteries. DEALER, WARRANTY, IMPORT, EXPORT LOGISTICS MANAGEMENT |
| Jan.90- Aug.93 (India); Nov.92-Apr.93(Malaysia) | BRY-AIR (Asia) Private Limited | Dehumidifiers - Compact and Engineered plantsRefrigeration and Desiccant Compressed Industrial Air-Drying systemsAC Heat Recovery systemsPlastic Resin Dryers and Pneumatic loaders for Injection Moulding and Mould Drying systems | BRY-AIR-USA, India and Malaysia | Sales Engineer for Exports-India/Assistant Export Manager based in KL, Malaysia | Sales consulting, Installation, Commissioning & maintenance ofEngineered Dehumidification plants, Compressed Air Drying systemsand other products. CUSTOMER SERVICE, RELATIONSHIP BULIDING, CONCEPT SELLING, TEAM SUPERVISION AND IMPORT/EXPORT DOCUMENTATION & SHIPPING |
| Artic India Sales, JV with DELAIR-Netherland |
| BRY-AIR; DRI- India |
| BRY-AIR- India and Malaysia |
| Apr.89-Dec.89 | Continental Valves Ltd, Delhi, India | Pneumatic and electrically actuated Control Valves for Chemical plants | GULDE-Germany; Fisher/Key Stone-USA and LIMITORQUE-UK | Sales Engineer - North India Trainee | Technical Sales and Support. TECH. AND COMMERCIA L BIDS PREPERATIONS |

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| WorkingSkills |
| **Professional****Trainings****Soft Skills****Courses****International****Trainings** | 1) Part sales and service management2) Field force development program 3) GM and ACDelco, Brands and products familiarization; Features and Benefits.4) Inventory management 5) Global export compliance 6) Managing risk of ACM-Aggregate contribution margins7) Procedures and documentation for Exports*Maintenance - Automotive Fluids (Oils) , Business Development, Marketing, Facility Management, Analysis, Continuous Improvement, Problem Solving, Team Building, Time Management, Stress Management, Professional Skills Assessment, Customer Needs and Expectations, Customer Circumstances, Creative business analysis, GM Difference, Professional assertiveness; Assertive communication, Leadership skills and many other courses and training workshops attended for continuous self improvement throughout the career.*1. ***ACDelco Product Development******training*** *completed at GM Service and Parts Operations**headquarters in Grand Blanc, Flint, Michigan,* ***USA*** *and GM Global purchasing head-quarters in Toronto,* ***Canada*** divisions *of* [*General Motors*](http://www.gm.com/index.html)
2. ***SDMO (now KOHLER-SDMO) Portable and Industrial Generators product******training*** *completed in Brest,* ***France*** *assembling plant at* [*SDMO Industries*](http://www.sdmo.com/EN)
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| IT andRelated | Microsoft certified professional: Advance level proficiency in Word, Excel and PowerPoint. ***User for GM Business (software) tools:*** *SAP, EPC4, Global Connect, Parts locator, Brand Wizard, SI-Service information and Information Lifecycle Management (ILM) trainings.*Other IT courses completed but no longer active user: Lotus notes 5.0 Basic; Project 2000 basic and intermediate and Access 2000 introduction and intermediate. |

EducationalQualification



**Date of Birth :** 13th September 1964

**Driving License :** UAE/International

**Dependents :** Spouse and 3 children

**Domicile :** 22 years, Dubai Resident, UAE (Holder of Indian Passport)

**Visa Status :** UAE Residence

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