|  |  |
| --- | --- |
| **Sherief**  **Automotive Service Management Professional**  ***Job Focus on: Automotive Service Manager/ Body Shop Manager/ Warranty Manager***  ***Insurance In-house Surveyor (Motor & Non-Motor Claims)***  **Mobile:** C/o 971501685421  **E-mail:** [sherief.366259@2freemail.com](mailto:sherief.366259@2freemail.com) | Untitled |

|  |
| --- |
| **Profile Synopsis** |

Strategic, Result driven, and Gulf experienced Management Professional equipped with more than 3 decades of diverse experience orchestrating successful business turnaround and growth ventures within Automotive Industry in KSA, Bahrain, and India. Manifest broad management and outstanding knowledge in directing whole gamut encompassing Service Management, Body Shop Management, Warranty Management, In-House Surveyor (Motor & Non-Motor Claims), Body & Paint Shop Manager/Fleet Service Adviser, Asst. Service Manager, Service Adviser’s Foreman & Country In-Charge of Volkswagen Service, and Clients Relations. Gained a comprehensive and thorough understanding of automotive industry and each parts, preventive maintenance, support issues escalation and technical reports making; Consistently delivered key contribution towards organization’s growth by implementing sound business practices, overseeing the delivery of all service lines, maintaining and developing the operational activity, managing technicians engineers, service advisors, service call center, valet, detail and service lane. Possess excellent leadership in honing a team to become an independent top-performing unit, focused on achieving or even surpassing company goals & customer expectations. Acquired excellent planning, analytical, problem-solving, decision-making, organization, supervising, time management, communication & interpersonal skills; Aspiring to contribute & work actively in any related industry where gained knowledge, expertise, and management skills will have a valuable impact.

|  |  |
| --- | --- |
| **Strengths** | |
| * Gained 3+ decades experience in Automotive Industry * Dexterity of all kind of Light, Medium & Heavy Vehicles * Astute in conducting vehicle inspections, warranty etc. * Policies Implementation/Training & Development Skills * Expertise in Insurance Motor & Non-Motor claims | * Expertise in Service, Body Shop & Warranty Management * Strategic KPIs & ROI/Cost Reductions/Profit Maximization * Skilled in processing claims/validation/warranty analysis * Compliance controls/risk management & loss prevention * Confident - Divergent and Out of the Box Thinking |

|  |
| --- |
| **Educational Qualification** |

**Junior Technical School Leaving Certificate –** *Technical Education Board of Kerala, India* **Jun 1971 – Mar 1975**

**Completed Pre-Degree –** *M.S.M. College, Kerala University, India* **Aug 1975 – May 1976**

**Passed Automobile Engineering –** *Kerala Government Education Board, India* **Aug 1976 – Jan 1980**

**Successfully completed practical training (Heavy vehicles & Equipment) Nov 1982 – Nov 1983**

*Kerala State Road Transport Corporation*

**Passed** (**IFCE Certificate)** **Feb 2014**

*Insurance Foundation Certificate Examination by the Ministry of Saudi Arabian Monetary Agency*

|  |
| --- |
| **Career Progression** |

**Motor & Non-Motor Claims Surveyor (In-House Surveyor) –** *UCA Insurance Co. KSA* **Jun 2011 – Present**

**Body & Paint Shop Manager/Fleet Service Adviser –** *Abdul Latif Jameel Co. Ltd. KSA* **Feb 2000 – Jun 2011**

*Mega Service Centre Toyota, Daihatsu & Lexus Car Distributors (Sales & Service) Saudi Arabia & the Biggest Toyota Workshop in KSA.*

**Asst. Service Manager –** *Saudi Arabian Marketing and Agencies Co. Ltd. (SAMACO)* **Dec 1997 – Dec 1999**

*Oversee Audi, Volkswagen, Porsche Car distributors Saudi Arabia (Service Center)*

**Service Adviser’s Foreman & Country In-Charge of Volkswagen Service** *(SAMACO)*

*Responsible of Volkswagen Cars Service and Train Service Advisers in (SAMACO)**KSA*

**Asst. Service Manager –** *Behbehani Bros. W.L.L. (Motors Division), Bahrain* **Feb 1990 – July 1997**

*Manage Audi, Volkswagen, Porsche Car and Chrysler Jeep distributors (Sales & Service) with strength of 85 staff in Mechanical Body and Paint shop.*

**Service Adviser –** *Audi, Volkswagen & Porsche - Behbehani Bros. W.L.L. Bahrain* **Aug 1986 – Jan 1990**

|  |
| --- |
| **Key Achievements** |

* Acquired a comprehensive knowledge of automotive spare parts for all branded cars such as (Porsche, Lexus, Audi, Volkswagen, Chrysler, Daihatsu, Toyota etc.) and Japanese and American Cars.
* Entrusted by the company and took over the duties of Service Manager for more than a year due to the absence of Service Manager (German) in the company in 1991-1992 during Gulf war.
* Gained more than 3 decades of experience within Automotive Industry in KSA, Bahrain, and India in domains of In-House Surveyor (Motor & Non-Motor Claims), Body & Paint Shop Manager/Fleet Service Adviser, Asst. Service Manager, Service Adviser’s Foreman & Country In-Charge of Volkswagen Service, and Clients Relations.
* Spearheaded decisions on warranty, goodwill, contacting and provide necessary steps with Audi, Volkswagen, and Porsche factories. Responsible for all technical subjects and staff problems, solutions, bulletins, warranty, negotiation, ordering special tools & equipment, workshop productivity and analyzing workshop target during the absence of Service Manager. Accomplished dealings all business administration and negotiations with Insurance companies.
* Dexterity in petrol & diesel engines, engine overhauling, body denting & painting, diesel fuel calibration, maintenance & general repair, servicing, dismantling and assembling of gearbox, differential unit, front axle, rear axle, steering gearbox, starter motor, alternator, fuel pump, distributor, oil pump, master cylinder, suspension systems, wheel alignment and balance etc.
* Passed (**IFCE Certificate)** Insurance Foundation Certificate Examination by the Ministry of Saudi Arabian Monetary Agency.94% marks.
* Enthusiastic & effective leader managing an organization that has a short and long-term vision, mission, energetic and result oriented.

|  |
| --- |
| **Areas of Expertise** |

**Service Management**

* Oversee the service department and is responsible for controlling costs, building a loyal clientele, maintaining good employee relations, setting and obtaining sales and profit objectives and maintaining service records.
* Manage the service department, technicians, service advisors, service call center, and valet, detail and service lane.
* Responsible for ensuring a customer experience that meets or exceeds the manufacturer’s customer satisfaction index and for monitoring and improving customer satisfaction.
* Develop a strategy to increase service business so as to utilize all techs efficiently to its greatest potential.
* Forecast goals and objectives for the department and strive to meet them. Work with the Parts Manager to ensure a timely turnaround of parts needed for internal jobs.
* Ensure that service department employees follow safety policies/practices & that they report any & all accidents immediately. Safeguard all required technical publications, periodicals, bulletins, etc.
* Meet with fixed operations director and general manager at least once a month to review current service department performance, set future performance objectives, promotional activities or any other matters.
* Coordinate activities of auto personnel, conduct research and testing procedures on effective auto equipment maintenance, and ensures the customer’s vehicle complies with environmental laws and government regulations.
* Evaluate the cost of maintenance, review and submit proposals for modifications to manufacturer or vendor & all types of automotive equipment such as supplies, materials, and parts needed to maintain and repair the automobile.
* Keep the equipment, garage, and storage facilities clean and maintained, prevent operational delays in repairing equipment; interview, hire and train employees; assign, plan and direct work schedule of staff; and assure that the service personnel works in accordance to organization’s policies and other applicable laws.
* Effectively handle & resolving customer complaints. Communicate with customers about maintenance and service work needed effectively.

**Body Shop Management**

* Direct and schedules the work of all body shop employees. Monitors technicians' daily productivity reports and corresponding payroll record. Establish and maintain good working relationships with insurance adjusters.
* Achieve agreed on financial targets, through the effective management of the resources of the Body shop, whilst maintaining excellent customer service.
* Implement a dynamic marketing plan, with the aim of increasing body shop sales.
* Establish objectives for the department, jointly with another department, and attains these objectives. Prepare and manages the annual operating budget of the body shop.
* Monitor the progress and completion of vehicles in the shop, ensuring that repair and safety procedures are followed.
* Check the quality of completed work to ensure quality service repairs and minimizes comebacks. Conducts periodic spot checks of completed jobs for thoroughness and quality.

***Customer Service and Insurers Relations***

* Build and maintain good working relations with insurance adjusters. Negotiate with insurance company representatives
* Complete insurance forms, indicating the estimated repair costs and making recommendations. Obtains the insurer’s approval and agreement to the estimates.

***Damage Evaluation***

* Examine damaged vehicles to determine the degree of structural and mechanical damage, as well as damage to the bodywork and the insides of the vehicles.
* Evaluate the cost of labor and parts to repair or replace each damaged part. Review repair cost estimates with the body shop foreman. Weigh the feasibility of repairs against the replacement of parts such as bumpers, fenders, and doors.
* Analyze the cost of repainting undamaged vehicles (retail repairs), converting them to specific uses or customizing them.

***Administrative Follow-up***

* Check on the progress on vehicles in the shop, and ensure that guidelines concerning repairs and safety are observed.
* Check the documents circulating and ensures that they are all entered, duly completed, legible and filed or sent to the individuals concerned.

***Human Resource Management***

* Conduct formal evaluations of the performance of personnel reporting at set intervals.
* Manage and draws up the work plan for all body shop employees. Encourage teamwork in an environment focused on customer service.

**Warranty Management - *Motor & Non-Motor Insurance Claims Management***

* Develop a strategy for the reduction of warranty by utilizing results returned product analysis to focus corporate teams and drive warranty policy alignment with product capabilities.
* Lead the development of world-class warranty tracking and management system through the use of Sales Force/Service Max and Intelex.
* Responsible for developing systems to process claims timely, claim validation, warranty trend analysis, and warranty improvement prioritization.
* Oversee the warranty operations efficiently to achieve customer satisfaction, departmental targets & sound credibility with the Principals.
* Accountable for reporting to customers, manufacturing plants, and senior management. Acquired thorough working knowledge of quality systems, battery manufacturing processes, and battery designs.
* Supervise a team of warranty technical leaders and warranty administrators and build an effective team.
* Present key KPI’s through daily, weekly, monthly reports, monitor the performance and take effective measures to achieve targets. Provide quality and efficient services to the internal & external customers in warranty related issues.
* Liaise with counterparts in the company including from Sales, Parts, STS, Finance & Technical department to obtain various information/ help to run the department effectively.
* Understand Dealer Management Systems, ability to identify top areas of opportunity to improve the product and work with service teams on local and national trends.

|  |
| --- |
| **Organizational Job Role** |

**Insurance In-House Surveyor (Motor & Non-Motor Claims) –** *UCA Insurance Co. KSA*

* Oversee for the approval & surveying of all kind of light, medium, heavy vehicles such as cars, trucks, trailers, mixers, heavy equipment, marine cargo consignments, air cargo consignments and property, building, fire, theft, damages, and malfunction of machinery claims. Conversant and other related insurance claims etc.
* Managed all claims & produce for survey report with all technical details on daily basis & ability to work under pressure.

**Body & Paint Shop In-charge –** *Abdul Latif Jameel Co. Ltd, KSA***,** *Mega Service Centre Toyota, Daihatsu & Lexus Car Distributors (Sales & Service) Saudi Arabia & the Biggest Toyota Workshop in KSA.*

* Responsible for body & paint shop such as (Accident Inspection, Estimation and Repair Works, Body & Mechanical).
* Worked as Fleet Service Adviser of Toyota Cars. (Mega-Service Centre) and arrange a meeting, negotiate, finalize with conditions and make a contract with all Insurance companies & major companies.
* In charge of repairing a fleet of vehicles. Study the markets, the volume of cars for repairs, to adopt new strategies for creating more business.
* Assessed the actual required working hours for each work, compare with outside local market, reasonable, affordable, competitive labor rates and discount policies which are acceptable to the management as well as to customers.
* Monitored repairing a fleet of vehicles inside the workshop to maintain relationship and satisfaction with our customers, Study & evaluate trial and error of computerized estimation for accident repairs by implementing new Motex computerized estimation system etc.

**Asst. Service Manager –** *Saudi Arabian Marketing and Agencies Co. Ltd. (SAMACO) Audi, Volkswagen, Porsche Car distributors Saudi Arabia (Service). Recruited from Bahrain as Asst. Service Manager and joined Porsche, Audi & VW from Germany Factory World Service Manager*

* **Supervision of Service Advisers** – oversee vehicles from the customer for service and maintenance. Effectively manage complaints with the customer such as (road testing vehicle with customer according to the nature of the complaint if complicated).
* Supervised the activities such as opening job card by the computer system, maintaining records, finalizing job cards, and workshop productivity. Ensure to achieve Volkswagen daily & monthly target, service the maintenance of all relevant workshop functions and follow up work workshop operation till delivering the vehicles to the customer.
* Accountable for (VW) workshop productivity and ensure to achieve Volkswagen daily & monthly target and report of service & maintenance of all relevant workshop functions.
* Developed strategies to create income and suitably skilled manpower, labor rates, curtail unnecessary expenses etc.
* Follow up each workshop to achieve the target and to the entire satisfaction of the management as well as customers having reasonable & affordable repair charges without any complaints.

**Country In-Charge of Volkswagen Service/ Service Adviser’s Foreman (SAMACO)****KSA -** *Responsible of Volkswagen Cars Service Country In-Charge and Train Service Advisers in (SAMACO) KSA.*

* Responsible VW workshop operations and ensure to achieve Volkswagen daily & monthly target.
* Oversee the service & maintenance of all relevant workshop functions and reporting directly to the National Service Manager.
* Provided necessary steps such as (new strategies to create income and suitably skilled manpower, labor rates, curtail unnecessary expenses etc.).
* Follow up all VW workshops (Service Centers) in the kingdom to achieve the target and to the entire satisfaction of the management as well as customers having reasonable & affordable repair charges without any complaints.

**Asst. Service Manager and Body & Paint Shop In-Charge –** *Behbehani Bros. W.L.L. (Motors Division), Bahrain***,** *Audi, Volkswagen, Porsche Car and Chrysler Jeep distributors (Sales & Service) with strength of 85 staff in Mechanical Body and Paint shop*

* ***Supervision of Service Advisers*** – oversee vehicles from the customer for service and maintenance. Effectively manage complaints with the customer such as (road testing vehicle with customer according to the nature of the complaint if complicated).
* Lead and direct the operation of Body & Paint Shop for (**VW, AUDI, PORSCHE, and CHRYSLER**).
* Supervised the activities such as opening job card by the computer system, maintaining records, finalizing job cards, workshop productivity. Ensure to achieve Volkswagen daily & monthly target, service the maintenance of all relevant workshop functions, follow up work in the workshop till delivering the vehicles to the customer.
* Accountable for VW, AUDI, PORSCHE & CHRYSLER workshop productivity and ensure to achieve all vehicles daily & monthly target and report of service & maintenance of all relevant workshop functions by the computer system and give the report to Operations Manager.
* Developed strategies to create income and suitably skilled manpower, labor rates, curtail unnecessary expenses etc.
* Follow up workshop productivity to achieve the target and to the entire satisfaction of the management as well as customers for having reasonable & affordable repair charges without any complaints.

**Service Adviser –** *Audi, Volkswagen and Porsche - Behbehani Bros. W.L.L. (Motors Division), Bahrain*

* Ascertained automotive problems and services by listening to customer's description of symptoms, clarifying the description of problems, conducting inspections, checking vehicle maintenance records & examining service schedules.
* Verified warranty and service contract coverage by examining records and papers, explaining provisions and exclusions.
* Developed estimates by costing materials, supplies, and labor, calculating customer's payment, including deductibles.
* Prepared repair orders (RO) by describing symptoms, problems, and causes discovered, as well as repairs and services required, obtaining approval signatures, entering RO into service database system.
* Maintained customer rapport by explaining estimates and expected a return of the vehicle, obtaining customer's approval of estimates, obtaining and providing contact telephone numbers, answering questions and concerns, arranging towing and temporary transportation.

|  |
| --- |
| **Other Experience** |

**Mech. Foreman & Workshop In-charge –** *Japanese & American Cars, Arad Garage, Bahrain* **Jan 1986 – Jun 1986**

**Service In-charge (Petrol & Diesel) –** *Mech. Body & Paint), Dass Motor Works, Bangalore, India Mechanical, Body & Paint Workshop with strength of 28 employees* **Feb 1985 – Nov 1985**

**Lecturer in Automobile Engineering -** *K.G.C.E Diploma course in V Institute Quilon* **Jan 1984 – Dec 1984**

*Affiliated to Kerala Government & India Government,* *Govt. Related Instruction Center for factory employees*

*Mechanical, Body & Paint Workshop with strength of 28 employees*

**Guest Lecturer in Govt. Related Instruction Center for factory employees (***worked simultaneously as Guest Lecturer), Quilon (Dist) Kerala, in India Govt. Service.* **Jan 1984 – Dec 1984**

**Mechanic in Petrol and Diesel –** *Mony's Automobile Engineering (Mechanical, Body& Paint) - having 24 employees, Karunagappally Quilon. (Dist)* **Jun 1980 – May 1982**

|  |
| --- |
| **Professional Development** |

* **IFCE Certificate Feb 2014 -** Passed Insurance Foundation Certificate Examination by the Ministry of Saudi Arabian Monetary Agency.
* **Completed practical training on Kerala State Road Transport Corporation (Nov 1982 – Nov 1983)**
* *Having around 500 employees in one of the regional workshop (Trivandrum & Mavelikara) in the different major separate department for heavy equipped Mechanical, Body and Paint shop. A mechanical section also divided into the separate department as Electrical, Fuel Calibration, Front Axle, Differential & Rear Axle, Gear Box, Engine Overhauling etc. and Denting Section, Painting Section, Upholstery & Bodybuilding.*
* **Trained with Major Ashok Leyland vehicles and TATA and propitiously visited Ashok Leyland Factory Production in Madras.**
* *Certificate in Introduction to MS-DOSE, Dbase III plus programming recognized by the Ministry of Education, Bahrain.*
* *Attended Chrysler Middle East Seminars conducted by Chrysler Motor Corporation Regional Office in Dubai in April 1994 and April 1995.*

|  |
| --- |
|  |

**I.T Proficiency**

* Proficient in MS Office application (Word, Excel, PowerPoint, Email application & Internet).

|  |
| --- |
| **Personal Details** |

Nationality : Indian

Date of Birth : 27th May 1959

Marital Status : Married

Visa Status : Visit Visa

Languages : English, Arabic, Hindi & Malayalam

Driving License : KSA Driving License

Reference : Available upon request