**Mohammed**

[**Mohammed.366649@2freemail.com**](mailto:Mohammed.366649@2freemail.com)

**|Automotive | Sales & Marketing | Dealer Operations| P & L Management| Customer Relationship Management| Change Management| Negotiations & Communication| Key Account Management| Service Operations| Network Expansion| Global Exposure | New Business Development| Strategy & Leadership| People Management|Warranty Management|**

*Senior Executive, leader, pioneer, game-changer & strategist with 21 years of global experience in the Automotive Industry with Dealer as well as OEM organizations across India & Middle East. Proven competence in setting up as well as turning around businesses, while successfully scaling them up into sustainable & profitable operations. Demonstrated expertise in strategic, analytical & operational execution and management of initiatives, having successfully spearheaded complex projects from people, technical as well as commercial standpoints. Adept in engaging with diverse stakeholders, internal as well as external including Senior Leadership, Regulators, Customers and Partners. Expertise in driving multi-cultural & cross-functional resources. Deft in formulating business strategies, addressing operational issues, resolving performance bottlenecks and achieving revenue & profitability objectives.*

**Professional Experience**

**GENERAL MOTORS MIDDLE EAST (OEM), Dubai (Sep 12 – Present)**

*GM Middle East has the biggest vehicle lineup of any manufacturer in this emerging region. Thanks to the company’s global sourcing strategy, GM Middle East’s customers throughout the region can get the best vehicles, parts and services of the GM world from four continents. GM brands in the Middle East are: GMC, Cadillac and Chevrolet.*

***Regional Warranty Manager***

* Handpicked to act as Subject Matter Expert (SME) and Business Lead for GWM (Global Warranty Management) System, owing to demonstrated prowess & expertise in the industry over the years
* Collaborating with the dealers and providing support to the Finance team, ensuring alignment of objectives towards driving business growth, warranty waste reduction and adopting efficient/effective measures leading to excellence in operations
* Deploying expertise in the field of MIS and Data analytics to analyze the Warranty data, facilitating effective business decisions
* Responsible for formulating & implementing warranty expense budget to the tune of $40M annually
* Conducting regular & timely reviews of existing Warranty processes & policies including Dealer Self-Authorization mechanisms, ensuring effectiveness & relevance in light of the evolving business
* Acting as first point of contact for dealers on system related issues, while also providing support to the regional office functional teams with warranty insights, reports, and analysis to support the business
* Played a pivotal role in conducting extensive business studies and driving automation of process, with an objective of improving efficiency & bringing down cost
* Received Team GM Recognition Award in 2014 for automation of part warranty claims
* Acclaimed with ‘I Care Award’ in 2017 for exemplary support to a customer through fast track repair
* Augmented warranty waste reduction from $1.5M to $4.6M in a span of 5 years through a culmination of multiple strategic initiatives

**HYUNDAI MOTOR INDIA LIMITED (OEM), India *(Dec 06- Sep 12)***

*Hyundai Motor India Limited (HMIL) is a wholly owned subsidiary of Hyundai Motor Company (HMC). HMIL is the largest passenger car exporter and the second largest car manufacturer in India. HMIL’s fully integrated state-of-the-art manufacturing plant near Chennai boasts advanced production, quality and testing capabilities. HMIL exports to around 87 countries across Africa, Middle East, Latin America, Australia and the Asia Pacific. In its commitment to provide customers with cutting-edge global technology, Hyundai has a modern multi-million dollar R&D facility in Hyderabad. The R&D center endeavors to be a center of excellence in automobile engineering.*

***Mar 11- Sep 12: Technical Support Manager***

* Led a team of 14 Service Engineers and spearheaded the responsibility for resolving field queries & technical issues in India & export market
* Collaborated with the vendors and conducted joint investigations for quality enhancements
* Imparted training to dealers and planned & organized dealer visits along with plant team to understand the field issues in India and export countries
* Conferred with Best Performer Award for the year 2011
* Established Warranty & Technical Store for testing and validation of warranty replacement parts
* Single-handedly conducted Vehicle Endurance Testing of Models like Sonata, Verna Fluidic, Elantra and EON

***May 09- Feb 11: Regional Parts and Service Manager***

* Spearheaded a team of 3 Area Managers, 1 CRM and 2 CREs to support 32 dealer workshops and 13 authorized service centers in 2 major states of India (Uttar Pradesh and Uttarakhand)
* Was assigned the responsibility of setting up the Lucknow office and drove strategies that led to improvement in CSI ranking by 6 points (Ranked 2nd in 2010)
* Increased the network from 28 dealer workshops to 32 Dealer workshops
* Worked closely with the marketing function and facilitated participation in promotional activities
* Ensured maximum customer satisfaction by coaching & directing the team and maintaining excellent turnaround time (TAT) for delivery & service quality norms

***Dec 06- Apr 09: Area Parts and Service Manager***

* Worked as In-charge of after-sales operations of 13 dealer workshops in Delhi and Eastern U.P.
* Supervised infrastructure development of new dealer BM Hyundai in Dehradun
* Assigned additional responsibility to provide technical & warranty support to Hyundai Motor Plaza (company owned workshop)
* Appointed 2 new Hyundai Authorized Service Centers in remote areas of territory in Renukoot and Lakhimpur

**AL-YOUSUF MOTORS L.L.C. (DEALER FOR CHEVROLET VEHICLES), Dubai (Oct 02- Nov 06)**

***Service Engineer***

**LEO MOTORS (AUTHORIZED SERVICE STATION OF GENERAL MOTORS INDIA), India (Dec 00- Feb 02)**

***Assistant Works Manager***

**T & T MOTORS (DEALER FOR MERCEDEZ BENZ PASSENGER CARS), India (Nov 98- Dec 00)**

***Senior Service Advisor***

**AUTOLINK ENTERPRISES (I) PRIVATE LIMITED (DEALER FOR DAEWOO MOTOR INDIA LIMITED) India (Sep 95- Oct 98)**

*Jan’97 – Oct’98 Service Advisor*

*Sep’95 – Dec’96 Fresher*

**Education**

**2011** PGDBA (Service Marketing) from SCDL (Symbiosis) Pune

**2000** B.E. (Mechanical) from Faculty of Engineering and Technology, Jamia Millia Islamia, New Delhi

**1995** Diploma in Mechanical Engineering from Jamia Millia Islamia Polytechnic, New Delhi

**ADDITIONAL INFO**

Areas of expertise include:

* GM’s Global Warranty Management, Electronic Service Information (eSi), Electronic Parts Catalogue, GMLID, GWM, WINSIP
* Hyundai’s GDMS (Global Dealer Management System), Hi-Scan and G-Scan and GDS Diagnostic Tool Operations, DDMS (Dealer Development Management System), GSW (Global Service Way), GQIS (Global Quality Improvement System)
* Daimler-Chrysler’s W.I.S. (Work Information System) and H.H.T. (Hand Held Tester), Star Diagnosis Analyzer and (E.P.C.) Electronic Parts Catalogue for Mercedes Passenger Cars
* General Motors T.I.S. (Technical Information System) and Tech 2 Scanner
* Daewoo Motors Scanner