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| Asher  **C/o- Mob:+971505891826; Email:** [**asher.376483@2freemail.com**](mailto:asher.376483@2freemail.com) | | | |
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| A management professional with 5+ years of diversified experience in the automotive and retail sectors with core competencies acrosssales management, operations management, business development and client relationship management. Seeking a position to contribute acquired expertise and industry know-how to contribute in strategic as well as operational functions. | | | |
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| SKILLS SUMMARY **Strategic:**  Strategic Sales Management  Business Development  Retail Sales  New Market Development & Penetration  Business Expansion  Performance Management  **Operational:**  Operations and Resource Management  Distributor Network Management  Product Positioning  Stock Management  Competitor/ Market Analysis  People Management  **Value-Added Attributes:**  MS Office, Team Management, Cross-Functional Team Leadership  Relationship Management  Communication & Interpersonal Skills  Analytical Skills, Critical Thinking  Learnability Personal dossier **Driving License:** UAE  **Languages Known:**English, Urdu and Arabic. |  |  | **CAREER HIGHLIGHTS** sales executive  **Al Futtaim Motors, UAE▪May 2011– September 2016**  *Established in 1995, the company is part of the Al Futtaim Group and is the exclusive distributor of Toyota, Lexus and Hino trucks the UAE.*  Awards   * 2016: Runners-Up, National Skills Contest. * 2016: Toyota Certified Sales Executive. * 2016: Certificate of Achievement in Al Futtaim Motors Way of Vehicle Sales. * 2016: Certificate of Appreciation for Best Employee-Retail Sales. * 2014: Certificate of Recognition for being the star performer in Al- Futtaim Motors, Toyota. * 2013: Champion, National Skills Contest. * 2012: Certificate in Excellence awarded for the most outstanding contribution in Al Futtaim.   Major AchievementS   * Accomplished firm’s sales targets with a monthly average of 20 vehicles a month and an annual record of over 90% achievement. * Effectively maintained all KPIs with vehicle demonstration ratio of over 70%. * Achieved Finance and Insurance penetration at 65% per month. IPRU (Income Per Retail Unit) which was at top 5% with a monthly average of over AED 4,000 per unit. * Maintained Customer Service Index consistently at 98% of customer satisfaction and 60% of repeat consumers and referrals. Proficient in direct sales through technology platform. * Carried out an environmental study of the effects of superfluous usage of paper, water and electricity. * Led a team of 6 executives by coaching and mentoring them whilst lucratively achieving KPI’s with a target accomplishment of 90%. * Attained a Toyota Certified Sales Executive Award (2016) for being a consistent achiever and was twice awarded the most skilled Toyota sales executive in 2016 and 2013. |

KEY RESPONSIBILITIES

* Retained key focus on business development, planning, implementing and coordinating sales activities to achieve sales and gross profit margins.
* Located and proposed potential business deals through prospecting, discovering and exploring opportunities.
* Managed key customer relationships and negotiating customer agreements according to annual operating plans while successfully delivering against the customer's expectations.
* Administered the payment cycle, managing the timely submission of invoices and payment follow-up as well as the collection of payment as per established payment and credit terms if any.

marketing assistant

**RED Entertainment Distribution, UAE ▪September 2006 – September 2009**

*The company is one of the leading distributors for video games in the region holding an estimate of 60 percent of the market share. They specialize in distributing video games through promotional activities.*

KEY RESPONSIBILITIES

* Created, managed and executed effective marketing strategies for SEGA, Activision and Electronic Arts games and distributed rollout communications for program updates, product enhancements, direct marketing programs and sales tools.
* Established and maintained a centralized archive of presentations, marketing materials and communications that are accessible to various functional groups internally.
* Assisted in marketing research and coordinated with marketing groups to facilitate functions.
* Led a team of 4 presenters and exhibited key marketing campaigns in various venues across the UAE.

PREVIOUS PROFESSIONAL EXPERIENCE

* 2005 – 2006: Customer Service Representative, Sony Computer Entertainment, Dubai, UAE.

# EDUCATION

Certified Lean Six Sigma Green Belt, University of Oxford, UK, (2017)

Master of Science in Marketing, University of Leicester, UK (2017)

Bachelor of Arts (Hons) in Business Studies, University of Wales, UK (2010)

**On the job training – Al Futtaim Motors**

* Subjects included Sales Certification Program, Leadership Strategies, Customer Acquisition Strategy, Product Technical Trainings, Up-selling & Cross-selling trainings for generating additional revenues.