**Mershed**

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* Objective: Seeking a Senior Managerial position in the Automotive Industry in Spare Parts Operations/Aftersales.With my rich & in-depth experience in Aftersales operations management, suppliers' management, employees training & motivation, cost control & maximize revenue, strategic planning and business development. I can be your right selection.

## 

### Career Path



* Career experience: 27 years as Senior Spare Parts professional with large business companies:-

1. Abdul Latif Jameel Co. (ALJ), Toyota, Lexus & Daihatsu in Saudi Arabia and Middle East. (19.5 years). **General Manager, Spare Parts**.
2. Mohamed Yousuf Naghi & Brothers Group (MYNM), BMW, MINI & Rolls Royce (3.5 years), then (JLR) Jaguar & Land Rover in Saudi Arabia (1 year). **National Parts Manager**.
3. Nasser Bin Khaled Co. (NBK), Mercedes Benz in Qatar (6 months). **National Parts Manager**.
4. Alissa Auto, Nissan in Saudi Arabia (1 year). **Parts Director**.
5. Hafil Transportation Co. (MYNM), (April 2016 to present). **Supply Chain Manager**.

**Key Achievements**



**April 2016 – Present**

**Hafil Transportation Co. (MYNM)**

**Supply Chain Manager** with one of the largest professionally managed business group consists of Hafil Transportation Co., and other Automobile Business activities based in Saudi Arabia. Reporting to Vice President.

* Improving parts availability by putting the right ordering formulas in place, taking into consideration seasonality parts movement to have a better business and customer satisfaction.
* Increasing number of suppliers in international and local markets. Negotiating their prices and availability which results in company cost reduction.
* Implementing warehouse storage techniques to increase productivity and create extra space.
* Analyzing parts consumption in order to avoid over and dead stock.
* Working very close with service team to build a strong plan for making Hafil successful.
* Training employees in their different areas.



**March 2015 – April 2016**

**Alissa Auto - Nissan**

**Parts Director** with one of the largest professionally managed Automobiles business (Nissan) based in Saudi Arabia. Reporting to Managing Director.

* Analyzed parts availability and market needs to bring a greater success by having the right parts in the right time with the right price.
* Improved GP% by exercising changes in Markup. I was able to bring it from 12% to 24%.
* Increased sales from their achievement of 70 Million SAR in 2014 to 120 Million SAR in 2015.
* Increased CPD capacity by 60% in space by using warehouse techniques to accommodate more parts and smooth operation.
* Worked very close with CRM department to close cases raised by customers to improve their satisfaction.
* Trained employees on sales, customer satisfaction, inventory, logistics and warehouse management.
* Reduced over stock by fixing right stocking parameters applying the concept of JIT as much as possible.



**September 2014 – February 2015**

**Nasser Bin Khaled Co. (NBK) – Mercedes Benz**

**National Parts Manager** with one of the largest professionally managed business group consists of Automobiles (MB, Audi, Mitsubishi), and other activities based in Qatar, Reporting to Aftersales Director.

* Increased revenue by 40% against set budget.
* Increased GP from 20% to 40% by fixing right Markup.
* Improved parts availability by reviewing all parts catalogues for existing models.
* Reduced parts purchases due to having a very huge over stock by setting right ordering parameters.
* Sold some parts dead stock and all dead lifestyle item by introducing some marketing activities.
* Implemented warehouse techniques to have a faster picking time and create more space.



**March 2010 – August 2014**

**Mohamed Yousuf Naghi & Brothers Group – BMW Group then JLR**

**National Parts Manager** with one of the largest professionally managed business group consists of Automobiles (BMW, MINI, Rolls Royce, Jaguar & Land Rover and Hyundai), and other activities based in Saudi Arabia, Reporting to Aftersales Director.

* Increased parts revenue by 31% from 133 Million SAR in 2009 to SAR 177 Million SAR in 2012.
* Increased parts purchases from BMW AG by 71% from Euro 9.2 million in 2009 to Euro 15.7 in 2012. And increased accessories purchases by 132% from Euro 1.0 million in 2009 to Euro 2.4 million in 2012. Which reflected positively to customer satisfaction.
* Created the Parts Distribution Center (PDC) to ensure better availability and distribution of parts in branches properly.
* Reduced dead stock from 36% to 9% by implementing targeted campaigns, promotions and implementation of JIT concept.
* Increased number of line items (available part numbers) from 14,211 lines in 2009 to 36,973 lines in 2012.
* Improved availability of category A parts from 78% in 2009 to 96% in 2012, and category B from 70% to 92%.
* Improved parts stock turn from 1.6 in 2009 to 3.6 in 2012.
* Improved warehouse space through implementation of warehouse techniques.
* Implemented the same success in JLR Jaguar & Land Rover by following the same as in BMW.



**July 1990 – January 2010**

**Abdul Latif Jameel Co. – Toyota, Lexus and Daihatsu**

**General Manager of Spare Parts (Jan. 2009 – Jan. 2010)** with Abdul Latif Jameel Company, (One of the largest professionally managed business group consists of Automobiles (Toyota, Lexus & Daihatsu), and other activities based in Saudi Arabia, Middle East and some other part of the world. Reporting to Parts Director.

**Area Parts Manager for Eastern Region (Jul. 2005 – Dec. 2008)**

**Parts Manager in different branches (Sep. 2015 – Jun. 2005)**

**Field Representative in Marketing & Sales Department in the CPD (Jul. 1990 – Aug. 1995)**

* Always achieved all related KPIs and be the benchmark for the parts department.
* Achieved total target of branches in 2009, requested target was SAR 950 million and we achieved SAR 1.1 billion.
* Suggested to have SAR 1.3 billion target for 2010 and was approved by top management.
* Achieved over target of Eastern province by SAR 35 million in 2008. Target was SAR 150 million and we achieved SAR 185 million.
* Improved customer satisfaction index by educating front line staff how to deal with our valued customers in a very professional way.
* Improved the GP% through strategic discount reduction and sales mix.
* Succeeded in many Kaizen marathons and TSM.

**Professional Education**



* **M.B.A – Leadership**  University of Nebraska, Lincoln, USA June 2006 – December 2007
* **B.Sc. – Management** Far Eastern University, Manila, Philippines November 1984 – March 1989

**Personal Information**



Date & Place of Birth**:**  January 10, 1967 - Jordan

Marital Status**:**  Married, 2 children

Languages Known**:** English, Arabic and Tagalog (Filipino)