

REYAZ AHMED

VALUED PROFILE IN SR. MANAGMENT ROLE MODEL

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Strategic Planning | Administrator | Operations Management | New Market Development | Customer Relationship & Services | Corporate Communication and Organizational Structure |

Professional Summary

- ⇒ A Recognized Business leader and value driven Sales & Marketing professional offering National & International experience in the realm of Global Automobile Brands, driving sustainable growth in the functional areas of Strategy formulations, Distributor Systems, Brand Management with special emphasis to P&L accountabilities and General Management functions.
- ⇒ Garnered rich & prolific exposure to various segments of business like sales and marketing, customer service, loyalty and retention, product display, inventory control, ordering, training, team leadership and business development excellence.
- ⇒ Accrued proficiency in developing strong business rapport with Principles and Dealer development protocol.
- ⇒ Possess analytical and research skills combined with a solid understanding of international business issues, sourcing, and processes. Ability to move the business forward through continuous improvement efforts.
- ⇒ **Defining Mentioning:** Associated with Strategic Sales & Marketing in one of the World's top Luxury Car Brands i.e., Land Rover range of products.
- ⇒ **Competency Matrix:** Auto Sales Management, Work Shop Operations and Parts Business Development.
- ⇒ **Value addition:** Redefining the customer requirements & concentrate more to the displeased customers.
- ⇒ *"Brilliant" and "Soft spoken but firm / Value-driven, Emotionally balanced.*

Organizational Experience



GENERAL MANAGER ROSTOCK AUTO PARTS SINCE Oct 2022 to present

- ⇒ Adeptly managed opetations within available resources.
- ⇒ Ensuring transparency among clientle across UAE thus building trust in the market.
- ⇒ Built team leaders in various departments in the company.

Core Competencies

Visionary Leadership |
Turnaround Architect |
Credit Management | After
Market Business | Inventory
Controls | Stock turnover
| P&L Management |
Customer Loyalty | Parts
Price rationalization | Parts
procurement | Sales
Promotion programmes for
Genuine parts | Warehouse
Management | Customer
Satisfaction |

Training Initiatives

Personality Development
Program | Communication
Skills | Marketing Scopes |
Customer Behavior/
Objections/Negotiations |
Team Work | Ultimate
Selling Skills | Product
Presentation | Leadership
Qualities |

- ✧ Defined parameters to meet and exceed customer satisfaction.
- ✧ Been a team member and constantly strove in team building.
- ✧ Regularize and minimize unproductivity at work.
- ✧ Conducted brain storming sessions to yield new ideas.
- ✧ Set credit policies and methods and checked payment cycles.
- ✧ Cushioned management policies and played a buffer role to nurture staff.
- ✧ Invented AAA policies in Sales Process.
- ✧ Liked meeting clients with team members for mutual business growth.
- ✧ Ensured and trained staff among all departments for effective communication to be in other shoes.
- ✧ Inculcated team members to take the responsibilities and be proud of achievements.

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|------------------------|-----------------------------------|---------------------------|
| GENERAL MANAGER | THE GARAGE CREW, HYDERABAD | SINCE 2021 to 2022 |
|------------------------|-----------------------------------|---------------------------|

- ✧ Planned and implemented smooth operations of departments.
- ✧ Set up of SOPs and ensured effective communication flow between functional areas.
- ✧ Defined team leaders with job delegations and implementation.
- ✧ Developed tools for quality check among staff for improvement of work standards.
- ✧ Resolved customer concerns where department managers unable to rectify.
- ✧ Records analysed and maintained as per ISO standards
- ✧ Held regular meetings with staff for feedback and connected the missing links.
- ✧ Revised payment monitoring systems and set up credit control procedures.
- ✧ Communicated management policies to staff for better positive work attitude.
- ✧ Extensively worked on business plan and market opportunities for growth.
- ✧ Managed resources and found the cost efficient methods.
- ✧ Supervised all departments and ensured the coordination among customer service, floor manager, technicians, accounts, purchase and admin etc.
- ✧ Introducing new systems for inter department smooth functioning and coordination.

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|------------------------|--------------------------------------|---------------------------|
| GENERAL MANAGER | MIK GROUP OF COMPANIES, DUBAI | SINCE 2015 to 2021 |
|------------------------|--------------------------------------|---------------------------|

- ✧ Handled Operations Excellence, Credit Control, Sales & Marketing, Cost Management, Purchase, Customer Interaction.
- ✧ Identified highly aggressive functional business opportunities also proactively addressed those breakthrough opportunities.
- ✧ Involved in number of Strategies for Company to employ to upsurge Market share percentage.
- ✧ Introducing new systems for inter department smooth functioning and coordination.
- ✧ Studying and taking preventive measures to curtail expenses on Insurance Companies.
- ✧ Establishing credit control devices to increase cash flow.
- ✧ Monitoring payments and increasing cash flow in the business.
- ✧ Building an Effective and cohesive PR & Corporate Communication Strategy framework.

SALES & BUSINESS DEV. MANAGER

ROSTOCK AUTO SPARE PARTS LLC CENTRE - UAE

2011 - 2015

Leading parts supplier in Middle East for Genuine Land Rover parts. <https://www.rostockauto.com/>

- ✧ Attained importance of setting of company business goals and objectives.
- ✧ Accomplished market intelligence analysis tools to collect deep consumer insights, fuel for explosive growth.
- ✧ Turned Satisfied Customers into Loyal Customers by improving performance at work place.
- ✧ Worked on powerful company brand image strategy for business excellence.
- ✧ Strategies for optimising improvement in cash flow management, Credit control procedures & debt recovery.
- ✧ Implementing a Sales & Operations Planning (S&OP) Process to unify demand and supply events required for a successful business.
- ✧ Introduced new terminology to business clients thus improving professional approach.
- ✧ Created New Markets by rolling out new Products and new product range announcement.

BRAND MANAGER

MOHSIN HAIDER DARWISH LLC, OMAN

1997 - 2011

Dealt with Global Brands like Jaguar, Volvo, Land Rover, MG etc. <http://www.mhdoman.com/>

- ✧ Handled the operations of Sales, Parts and Workshop.
- ✧ Dealt with Collaborations with the Principals, Setting the targets for the Showrooms, Visiting the Branches, Costing of the Car, Display Mechanisms inline with the Principals, Product Demonstrations, Product Ordering, Weekly Stock Inventory, Logistics and Showroom Sales.
- ✧ Involved in ideating and implementing Sales & Marketing Plan.

- ✧ Handled Customer Loyalty and retention methodologies.
- ✧ Implemented strategies for acquiring new business and utilizing the potential of existing Clients.
- ✧ Analyzed latest market trends and behavior.
- ✧ Tracked Competitors' activities and providing valuable inputs for marketing.
- ✧ Conducted training for new staff about Product, Sales and Corporate policies.
- ✧ Involved in Planning and executing Demos thus providing platform to develop skills and confidence in the customers.
- ✧ Ensured high team spirit in delegation of jobs assigned and feed back is monitored.

SHOW ROOM MANAGER

AL ANDALUS TRADING EST • OMAN

1993-1997

An accomplished name in Home and Office Furnishing.

- ✧ Dealt with Home Furnishing, House Decor items, Supervised the Sales, Imparted Training to the Team folk.
- ✧ Structured improvement of individual and showroom Team Sales Performance alongwith distribution channels.
- ✧ Engaged in Retail Displaying Showroom, elements of Visual merchandising , Product Display, Stock, Inventory Research, Pricing, market Promotion activity and Market Analysis impactfully.
- ✧ Conducted Productive Business Meetings, Business Growth Plans, Outdoor visits etc.
- ✧ Assisted for the design, implementation and evaluation of training program
- ✧ Ensured smooth & timely deliveries of goods.

Academic Details

- ✧ PG Diploma in Business Administration from Annamalai University 1989
- ✧ Graduation from Andhra University 1986

Personal Details

- ✧ **Driving License** : UAE, Oman, India
- ✧ **Languages** : English, Hindi, Telugu and Arabic
- ✧ **Global Footprints** : UAE, Oman, Egypt, Saudi Arabia
- ✧ **References** : Readily available.