



MANSOUR MASHAL AL-GHAMDI

Business Development Manager | Sales & Marketing

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PROFILE SUMMARY

Strategic business leader with more than 20 years of experience in business development and managing sales and marketing operations across diverse organizations, playing a key role in various operational areas such as business development, strategic planning and sales & marketing in the domain of Automotive. Proven track record of consistently accomplishing business and operational goals by increasing the index of revenue and customer satisfaction throughout the career.

KEY IMPACT AREAS

Strategy Planning

Business Development/Sales

Commercial Management

Financial Analysis & Reporting

Financial Planning

Policy Compliance

Sales Analysis & Forecasts

Partnership Development

Revenue & Profit Driven

Forecast/ Business target

Billing & Collections Management

Contract Negotiation

Stakeholder Interaction

EDUCATION

- External Student at King Abdelaziz University, College of Business Administration, Jeddah, Saudi Arabia

EXECUTIVE SUMMARY

Strategy Planning: Well versed in strategic decision making, business process engineering, change management; maintain organizational effectiveness by defining strategic plans for accomplishing business objectives. Skilled in triggering growth by implementing leadership and strategic initiatives in dynamic business environments.

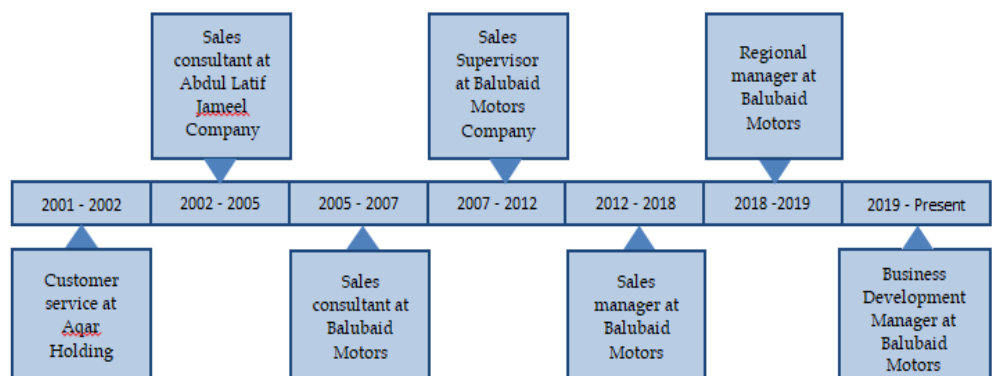
Business Development: Prowess in business planning with strong business acumen to design business plans, analyze competitor profiles & monitor operation at regular intervals to generate growth through increased sales revenue, improve sales productivity and meet profitability objectives as well as cater to customer needs.

Sales & Marketing Management: Adept at end to end management of sales and marketing operations including retail marketing of organizational products and services. Proficient in reengineering business strategies based on collated market intelligence on competition and other market trends.

Financial Planning: Proficient in managing cash flows, conceptualizing and implementing financial policies and procedures while ensuring compliance with the legal provisions, accounting standards and organizational policies. Expert in providing executive management with advice on the financial implications of business activities.

Team Leader: Leadership role in team building, adept to coach & mentor to develop capability; drive & persistence to deliver best results; well-honed relationship building qualities, high integrity, communication, interpersonal & organizational skills to collaborate & engage with stakeholders & enhance relations with clients & international partners.

Career Timeline





WORK EXPERIENCE

Balubaid Holding Group of Companies



Responsibilities as Business Development Manager

(Jun 2019 – Present)

- Responsible for increasing the company's profits and revenues by developing human capital in the company, conducting competitor analysis, seeking new technologies and presenting unprecedented ideas in the local market.
- Plan revenue, gross turnover and necessary costs for the sales department on a monthly and annual basis and plan annual operating budget.
- Ensure expansion of products and services offered by the company by identifying new markets, and attracting new clients.
- Build business strategies and plans for growth, focused on both financial gain and customer satisfaction.
- Develop appropriate and innovative sales and marketing plans for the defined region and the sales team's goal environment.
- Co-ordinate with the marketing team to develop strategies that address the needs, concerns and priorities of the customers by conducting team meetings and seminars.
- Identify new business opportunities, set up business meetings with prospective clients and promote the products and services by predicting the client's objectives.

Responsibilities as Regional Sales Manager

(Jan 2018 – May 2019)

(Auto zone)

- Supervised a team of automotive sales people, set targets for them, motivate them to move the most inventory as fast as possible, support deal closure and approval.
- Conducted quarterly meetings to establish sales growth plans by including all competitor information, evaluating trends and consumer preferences.
- Checked the inventory every day to ensure that the stock is well managed and that the turnover of the stock is effective and optimized.
- Tracked departmental customer satisfaction ratings and ensure the growth, implementation and monitoring of the sales control system by potential buyers.
- Ensured both long term and short term growth by formulating specific business plans and strategies, reviewing regional sales and recommending improvements.
- Managed to increase the sales and revenue by making specials deals, offers and promotions with the funding agencies.

Responsibilities as Branch Sales Manager

(Jul 2012 – Jan 2018)

(Auto zone)

- Tracked the output of the sales team, evaluate sales data, periodic forecast and report to zonal heads.
- Cleared staffing, performance monitoring and preparation for sales and service systems to function effectively.
- Addressed issues related to distribution and co-ordinate with salesmen to close deals on car transactions.
- Hosted scheduled sales training and meetings to prepare and execute strategies for vehicle sales.
- Responded to customer complaints and maintain customer satisfaction at the highest level.
- Made recommendations to the dealers as to what new cars should be stocked, based on various customer and market analyzes, by color, model and equipment.

Responsibilities as Sales Supervisor

(Oct 2007 – Jul 2012)

(GMC - Chevrolet - Peugeot - Subaru - Daihatsu)

- Guided and motivated the sales team, which includes sales representatives, sales agents and cashiers; implement appropriate sales strategies for business growth.
- Ensured adequate and high-quality customer service, manage grievances, and occasionally see to budgeting, accounting and purchasing issues.
- Met financial goals by planning an annual budget; plan expenditure; evaluate variances; implement remedial measures.
- Prepared strategies, set sales goals, evaluated past performance results, and forecasted future performances to achieve the goals.

Responsibilities as Sales Consultant

(Oct 2005 – Aug 2007)

(GMC - Chevrolet - Peugeot - Subaru – Daihatsu)

- Represented the company for sale of vehicles, parts and accessories by studying and understanding the characteristics, functionalities and features and comparing and contrasting competing models.
- Demonstrated vehicles by explaining characteristics, capabilities, and functions; taking test drives; explaining warranties and services.
- Understood the buyer's requirements and interests by effectively and efficiently communicating and building a rapport with them.
- Involved in overcoming objections, negotiating prices, explaining provisions, offering warranties, services and financing, collect payments and ensure proper delivery of the vehicle.



PREVIOUS ASSIGNMENTS

Sales Consultant

(Jun 2002 – Oct 2005)

Abdul Latif Jameel Company (Toyota)

VIP Customer Service Officer

(May 2001 – Mar 2002)

Agar Holding Company, Jeddah, Saudi Arabia



PROFESSIONAL TRAININGS & CERTIFICATIONS

- Attended 29 training sessions from the American General Motors Company
- Telesales Seminar, Al Masader Center – (Sep 2004)
- HR Development Fund – An initialization program for job seekers in the private sector, Commercial Institute, Jeddah – (Feb 2005 – Mar 2005)
- HR Management Training, Jeddah Center for HR Development, Chamber of Commerce and Industry, Jeddah Governorate – (May 2002)



PERSONAL INFORMATION

- **Nationality:** Saudi Arabia
- **Date of Birth:** 24 September 1982
- **Passport:** [Please Provide](#)
- **Visa Status:** Citizen
- **Languages:** Arabic (Native) and English (Fluent)
- **Driving License:** Issued from Saudi Arabia