

SREEKUMAR NAIR

GENERAL MANAGER – AUTOMOTIVE INDUSTRY

RETAIL AND INTERNATIONAL SALES

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UAE Driving License | Nationality: Indian

Date of Birth: 7th February 1967 | Residence: Dubai

Languages: English, Hindi, Malayalam, Tamil and Arabic

Orchestrated **profit-turnaround** * Delivered 19% growth * **Restructured** JAC / CHERY brands * Introduced a highly successful buyback scheme * Initiated Export Operations in **Russia, Iran, Iraq**, and **Africa** & new markets in **China, Hong Kong** * 3 times selected **outstanding employee** of the year * Awarded a special prize by the Chery Auto.

Executive Summary

Top-performing and proactive leader with 29 years of comprehensive expertise and a track record of growing businesses and turning around automotive brands. Highly skilled at strategic planning, brand management, innovation, pricing strategies and translating insights into initiatives that drive profitable growth. Experienced at building and leading multicultural businesses to deliver compelling campaigns with strong ROI. An authentic leader with excellent financial acumen and a passion for building agile, high-performing teams

VALUED BUSINESS PARTNER: Track record of success in setting-up new units from scratch, leading multi-location dealership operations, turning-around underperforming units into profitable ventures, driving exports and propelling companies to no. 1 position. Successfully managed Retail Sales for Zubair Automotive, Dynatrade & Al Habtoor Motors, worked with reputed Automotive Brands like **Toyota, Mitsubishi, Chrysler, Volkswagen, Audi, Citroen, Skoda, Peugeot, JAC, Chery, Hyundai, Chevrolet, Subaru, ISUZU** and **Daewoo**, with strong knowledge of **UAE, Iran, Iraq, Africa, South America, China, and Russian Markets**

Achievements

- ▶ Orchestrated **profit-turnaround** to boost market share at Oman Trading Establishment & maintained the highest levels of CSI
- ▶ Restructured **JAC / CHERY** brands for Al Habtoor Motors LLC.
- ▶ Established operations for Zubair Auto catering to **UAE, Iran, Iraq, Africa** and **Russian** markets.
- ▶ Negotiated **bulk deals** with major **Fleet Buyers** like Avis, Thrifty Europcar and Budget.
- ▶ Initiated Export Operations in Russia, Iran, Iraq, and Africa & new markets in **CIS, Hong Kong**, for Zubair Automotive.
- ▶ Introduced a highly successful **buyback** scheme, across all segments for **Chery** Brand in Al Habtoor Motors.
- ▶ Front-led and set-up the **Export** Operations for **Saud Bahwan** under **Dynatrade** Motors (**Toyota** Brand) in UAE.
- ▶ Drove overall improvement in Customer Experience, **Dealer Workshop** and **Digital** Integration.
- ▶ Pivotal in ascertaining new streams for revenue growth, ensured healthy **ROI**, created Unique Selling Proposition (**USP**) messages.

Area Of Expertise

- | | | |
|-----------------------------------|-----------------------------------|-------------------------------------|
| • Strategy Planning & SOPs | • Operations Management (P&L/ROI) | • Marketing / New Product Launch |
| • After-Market & Service Business | • Turnaround & Change Management | • Sales / New Business Development |
| • Customer Service Excellence | • Top Line & Bottom-Line Growth | • Process Improvement/ Digitization |
| • Performance Management (KPIs) | • OEMs Negotiations | • Dealer Network Development |
| • Insurance & Warranty Management | • Digital / E-Commerce Platforms | • ROI Management |
| • Revenue Forecasting & Budgeting | • Feasibility & Market Studies | • Deal Structuring & Negotiations |

Work Experience

AUTOMOTIVE CONSULTANT | SELF EMPLOYED

August 2022 to date

- Advised automobile companies in building, and developing highly successful teams that achieve objectives.
- Formulating department budget, operative planning, and reporting tools for better management.
- Guided the facilitation and implementation of after sales & marketing activities for retail and international networks.
- Planned and developed dealer service and parts network and established monitoring tools.
- Developed & conduct technical and non-technical training programs and established guidelines and KPI's.

GENERAL MANAGER | OMAN TRADING ESTABLISHMENT, Muscat, Oman**November 2018 to June 2022**

Entrusted with the task of restructuring and reviving the International Sales Department of Oman Trading Establishment. Oversaw international sales of Hyundai, Isuzu, Chevrolet, Cadillac, Chery and Subaru, based in the UAE

Job Responsibilities

- Spearheaded business operations encompassing business growth, **product launches**, promotions, market survey, procurement, dealership & service operations.
- Planned allocation and optimum utilization of resources to achieve desired **profitability** and margins.
- Conducted market research, monitored **competitor** activities & developed marketing strategies.
- Accountable for maximizing Returns on Investment (ROI) & budgeted objectives in **revenue**, volume, **gross margin**, expenses net profit, **customer satisfaction**, and employee engagement.
- Designed and implemented plans to deliver sales and profit achievement by month for **new**, **pre-owned** and after sales.
- Submitted accurate **forecasts** based on analysis of actual **market trends**, sales conversions, bank approval tats, invoices, and used car performance and recommended corrective actions.
- Developed and delivered **restructuring** of several business lines to initiate cost reductions and achieve cost targets.
- Implemented growth strategies through identification of business conditions, trends, and executing strategic social marketing tactics.
- Set and administered **budgets**, initiated cost controls to ensure profitability.
- Managed, analyzed, and administered a **multimillion-dollar** budget for operating expenditures.
- Responsible for financial **performance** analysis and business planning and development functions.
- Analyzed **budget variances** & initiated appropriate guidelines to control expenditures & increase profitability aggressively.
- Created, implemented and controlled **supply chain** and **logistics** function for better efficiency & **order management**.

GENERAL MANAGER | Al Habtoor Motors (Retail & international sales), UAE**January 2015 to October 2018****Job Responsibilities**

- Reviewed and approved the procurement of vehicles compatible with the international markets, with P&L responsibilities
- Managed after- sales **financial budgetary** goals & forecasts, **KPI management** and OEM warranty procedure.
- Interacted with **OEM** representative's vis-a-vis procurement, **pricing**, marketing support & major **fleet buyers**
- Established product & post-launch **strategies**; Introduced new products in the market, to sustain sales efforts & growth.
- Ensured seamless end-to-end customer journey through sales and aftersales, improved customer retention and loyalty.
- Kept abreast of competition with regular market surveys. Managed budgets for the brands across a 3-year period.
- Headed the retail operations in the UAE for **Chery** and **JAC** including **Sales, Marketing**, Service Warranty, Used Car Division.
- Successfully created a Brand Image for Chery & JAC brands in UAE despite obstacles in products & pricing.
- Established regional pricing & **marketing campaigns**; ensuring sales activities are driven at retail and international levels.
- Set **annual targets** and secured credit terms, approved market testing of vehicles in the UAE.
- Strategic business development - Including overseas expansion. Approved **budgets** and **forecasts** for the business.
- Drove the market diversification of vehicle business in **international markets**.
- Engaged with Principals (**Chery & JAC**) and aligned strategic brand objectives.
- Prepared, reviewed and executed **Annual Business Plans** through the 3S teams
- Created a "**Training Excellence Program**" to support both technical and brand training.
- Monitored distribution stock levels, while following up on fleet deals and tenders.

Previous Employment**Sales Manager | Saud Bahwan Group****May 2008 to December 2014****International Sales Manager | Zubair Automotive****November 1995 to March 2008****Sales Executive (Daewoo Brand) | Saud Bahwan Automotive LLC, Oman****January 1994 to August 1995****Education****Master's Degree of Business Administration (MBA) in Marketing | Sikkim Manipal University | 2012****Certifications**

- General **Management** Programme for Executives (GMPe) | IIM Indore
- Business Model **Innovation** Certificate | HEC Paris - Coursera
- Brand Identity & **Strategy** Certificate | IE Business School - Coursera
- How to Get Skilled (Skills Management - Project-Centered Course) | The State University of New York - Coursera