



BASSEM HABASHY

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SALES, OPERATIONS AND PLANNING MANAGER

Automotive | Sales | Operations | Planning | Analysis | Reporting

PROFESSIONAL SUMMARY

Highly accomplished and results-driven Sales and Operations Professional with 15+ years of experience in sales, operations, planning, analysis, reporting, and dealer counselling within one of the industry-leading premium/luxury automotive manufacturing companies with its German corporate representative office in Egypt. Proficient in driving the sales performance of multiple dealer groups countrywide. Proven track record in developing and executing successful sales strategies, leading high-performing teams, implementing key projects, and establishing strong relationships with key stakeholders. Possess strong leadership, negotiation, and interpersonal skills. Excellent communicator, adept at collaborating with C-level, senior management and cross-functional teams to achieve organizational vision and goals.

AREAS OF EXPERTISE

- Sales Management
- Sales Operations
- Sales Planning
- Sales Forecasting
- Sales Analysis
- Automotive Experience
- Business Development
- Account Management
- Process Improvement
- Analytical Skills
- Project Management
- Time Management
- Organizational Skills
- Presentation Skills
- Microsoft Office Suite
- Microsoft Power BI

CAREER HIGHLIGHTS

- **Automotive Industry:** Track-record of success with 15+ years of experience in automotive sales.
- **Sales Management:** Proven experience in leading sales and operations within the automotive industry.
- **Team Leadership:** Excellent team management skills, with the ability to motivate a diverse team.

PERSONAL ATTRIBUTES

- Strategic with strong commercial awareness and sharp business acumen.
- Pragmatic with creative problem-solving skills in complex and ambiguous situations.
- Proactive, self-starter with high resilience to pressure.
- Analytical mindset with the ability to leverage data-driven insights for decision-making.
- Capable of seeing between the big picture whilst still keeping a strong attention to detail.
- Highly motivated, energetic, enthusiastic and team oriented.
- Interpersonally sensitive and socially competent.
- Strong team player knowing when to take the lead to drive, and when to collaborate and support.

PROFESSIONAL EXPERIENCE

SALES PLANNING, ANALYSIS AND REPORTING MANAGER

Apr 2020 – Oct 2022

Mercedes-Benz Egypt

Spearheaded the national sales management and steered the sales performance of all dealer groups nationwide. Led strategic sales planning efforts and played a pivotal role in driving alignment, efficiency, and optimization of sales and production strategies. Managed the interface between sales, finance, and supply chain to deliver a reliable forecast and shape the sales planning and forecasting process.

KEY RESPONSIBILITIES

- Managed the sales process of four authorized dealer groups, with nine separate sub-dealerships. (3S)
- Developed sales plans and strategies to ensure that all dealers were meeting and exceeding the agreed goals.
- Led and optimized sales planning, analysis, forecasting, and reporting processes to drive accurate sales projections and targets.
- Monitored and evaluated sales performance KPIs of the sales team at the dealerships.
- Identified and pursued new business opportunities to maximize revenue.
- Evaluated competitor sales activities and supported the implementation of pricing adjustments accordingly.
- Analyzed sales data, market trends, and customer insights to identify areas for improvement, implement appropriate strategies and determine customer needs and volume potential.
- Collaborated with cross-functional teams to align sales strategies with marketing, product development, network development, and finance departments.
- Managed the production and volume planning and led monthly S&OP cycle for board-level review.
- Headed a team of sales professionals, providing guidance, coaching, and performance management.

KEY ACHIEVEMENTS

- ✓ Record sales in 2020 and 2021.
- ✓ Led and implemented the official Mercedes-Benz Digital E-Commerce Platform, resulting in a 25% increase in online bookings through the official website and a 20% increase in revenue from the online showroom.
- ✓ Spearheaded cross-functional teams and implemented the regional Mercedes-Benz core functional SAP System that led to a 40% improvement in the entire sales cycle.
- ✓ Created and maintained sales performance dashboards and sales planning reports, providing key insights that led to a 15% improvement in sales forecasting accuracy.
- ✓ Implemented a sales training program that improved the performance of the sales operations teams at the dealership by 20% and resulted in a 10% increase in customer satisfaction scores.
- ✓ Enabled better decision-making and eliminated 30% of manual work by creating a central digital platform to gather relevant data and reports from dealers.
- ✓ Led key sales and marketing projects.

SALES OPERATIONS MANAGER

Apr 2012 – Mar 2020

Mercedes-Benz Egypt

Spearheaded the national sales management and sales operations functions within Mercedes-Benz Egypt. Steered the sales performance of all dealer groups nationwide, managing and improving sales processes, developing sales strategies, and ensuring efficient coordination between sales teams and other relevant departments. Played a crucial role in maximizing sales, customer satisfaction, and revenue generation.

KEY RESPONSIBILITIES

- Managed the sales process of one exclusive authorized dealer group in Egypt, with six sub-dealerships. (3S)
- Drove and optimized day-to-day sales operations process with dealers to achieve and exceed planned wholesale and retail sales targets, and by conducting regular dealer visits to drive performance uplift.
- Developed and implemented effective sales processes, tools, policies, technologies and procedures to enhance productivity, efficiency, and overall sales performance and to identify areas for improvement.

- Served as the main liaison and business consultant to dealers for variable operations issues by measuring and ensuring the achievement of sales key performance indicators (KPIs) to maximize vehicle sales and support dealers in executing sales improvement plans.
- Monitored dealership compliance with Mercedes-Benz policies and procedures; drove dealer performance and acted as a bridge between dealer and home office with an increased focus on customer experience.
- Managed the stock, car flow, and end-to-end order management processes of CBU, CKD and SKD vehicles.
- Leveraged data analytics and reporting tools to measure sales performance, identify trends, and generate actionable insights.
- Directed the business architecture, intelligence and digital transformation initiatives org-wide.
- Fostered a collaborative work environment, & promoted cross-functional cooperation and knowledge sharing.

KEY ACHIEVEMENTS

- ✓ Record sales in 2013, 2014, 2015, 2018 and 2019.
- ✓ Self-initiated and led the business architecture, intelligence and digital transformation efforts org-wide.
- ✓ Increased sales results by 75% in one year through the implementation of an intuitive solution for Mercedes-Benz Egypt and dealers to maximize revenue during the COVID-19 pandemic.
- ✓ Developed, implemented and managed an in-house sales system that resulted in a 60% reduction in manual work and a 50% increase in sales.
- ✓ Led and implemented the official Mercedes-Benz Sales Funnel System for all dealers which led to a 25% increase in sales and marketing conversion rates.
- ✓ Developed and implemented the sales dashboards via business intelligence tools to visualize core sales KPIs and serve as a single-source-of-truth for the Board of Management and Senior Management teams.
- ✓ Enhanced performance, productivity and customer satisfaction by revamping the sales processes through standardization of workflows that led to streamlined operations.
- ✓ Led key sales and marketing projects.

AWARDS

Process Owner | Best Sales Funnel Market Performance Award - Region Overseas | Mercedes-Benz AG | 2014

ADDITIONAL EXPERIENCE

Sales Operations Senior Specialist | Mercedes-Benz Egypt | Apr 2009 – Mar 2012

Sales Operations Specialist | Mercedes-Benz Egypt | Apr 2008 – Mar 2009

Sales Operations Analyst | Mercedes-Benz Egypt | Apr 2007 – Mar 2008

Sales & Distribution Specialist | Queenz & Co. | Jan 2005 – Mar 2007

Sales Specialist | Al-Nazer Co. | Dec 2003 – Dec 2004

EDUCATION

Bachelor of Commerce in Accounting | Ain Shams University (ASU) – Cairo | 2000-2003

LANGUAGES

Arabic | Fluent - Native Speaker

English | Fluent - Full Professional Proficiency