

Mohammed Moyeenuddin



SYNOPSIS

- ✧ A **Bachelor in Business Administration (BBA)** with nearly years **17 of experience** in Sales, Business Development, Planning, Operations, Technical, etc. in the, **Automotive Paints industry & Automotive aftermarket industry**.
- ✧ Currently associated with **PPG Industries -Dubai** .
- ✧ Cross-functional expertise in, key account management, skills in competitor/ market analysis, planning, market penetration, product launch & management
- ✧ An effective communicator & team leader combined with flexible & detail oriented attitude with ability to interact effectively with people of diverse nationalities across the globe thereby supporting & sustaining a positive work environment towards the accomplishment of organisational goals.

AREAS OF EXPERTISE

- ✧ **Sales:** Overseeing sales activities; forecasting monthly/quarterly sales targets. Maximised the profit in assigned region or country.
- ✧ **Product Management:** Identified market opportunities, developed business cases & delivered successful products.
- ✧ **Channel Management:** Established tie-ups with reliable channel partners.
- ✧ **Key Accounts Management:** Build strong relationship with old and new key customers for business growth.
- ✧ **New Product Launches & New Segments:** Effectively planned and launched new products/segments.
- ✧ **Business Development:** Identified potential markets; developed clients in targeted markets.
- ✧ **Technical:** Conduct product awareness & technical training to Body Shop Technicians & Management team

CAREER SCAN

Since Mar'2019

PPG Industries – Dubai

PPG Industries, Inc. is an American Fortune 500 company and global supplier of paints, coatings, and specialty materials. With headquarters in Pittsburgh, Pennsylvania, PPG operates in more than 70 countries around the globe.

Career Path:

Key Account Manager (Gulf region) - Mar 2019 – till date

Key Tasks Handled:

- ✧ Manage the Channel partners and importers across the region.
- ✧ Drive channel development program
- ✧ Developing sales & marketing plans in assigned market/product area for Automotive Refinish
- ✧ Introduce new product.
- ✧ Drive channel intimacy programs
- ✧ Identifying market segments and target customers based on data.
- ✧ Managing the 5 refinish brands (PPG, Nexa,Maxmeyer,Autolux & Quickline)
- ✧ Managing the network of 15 importer across the region

Highlights & Achievements:

- ✧ Successfully introduced PPG Envirobase system at KIA dealership network in Kuwait and signed the contract as exclusive supplier for 5 years.
- ✧ Successfully introduced PPG Deltron system in Mitsubishi dealership in Kuwait.
- ✧ Successfully introduced PPG Envirobase system along with MW in Mazda dealership network in Saudi
- ✧ Successfully introduced PPG Deltron system at Hyundai & Changan dealership network in Saudi
- ✧ Successfully introduced Aqua base plus along with MW in Toyota and Lexus dealership network
- ✧ Successfully introduced Nexa auto color at GM dealership in Qatar
- ✧ Established Maxmeyer importer in Qatar
- ✧ Established Quickline importer in Bahrain & Qatar .
- ✧ Delivered double digit growth year after year.
- ✧ 2022 Chairman award winner for commercial excellence

Since April'2018**3M Gulf Ltd Kuwait**

3M Gulf is one of the finest large innovative products base organisation. Based in Minneapolis, USA with more than 55,000 product and operations in 65 countries.

Career Path:

Channel Manager(Gulf and levant countries) - April 2018-Feb 2019

Key Tasks Handled:

- ✧ Manage the Channel partners and importers across the region.
- ✧ Drive channel improvement program
- ✧ Developing sales & marketing plans in assigned market/product area for Automotive Aftermarket
- ✧ Introduce new product.
- ✧ Drive channel intimacy programs
- ✧ Identifying market segments and target customers based on data.
- ✧ Work closely with sales team and importer to implement proper secondary sales strategies.
- ✧ Work closely with BDM's and introduce new products as per the market requirement .
- ✧ Work closely with demand planner, logistic and supply chain team for order planning and deliveries

Highlights & Achievements:

- ✧ Established the direct sales channel with Toyota and Lexus body shop in Qatar (Abdullah Abdul Ghani)
- ✧ Introduced the authorized car care centre program in the region.
- ✧ Improved the channel performance by 20% in 2018.
- ✧ Re introduced the PPF product in Kuwait market by repairing the relationship with importer

Since Jan'2011

3M Gulf Ltd Kuwait

3M Gulf is one of the finest large innovative product base organisation. Based in Minneapolis, USA with more than 55,000 product and operations in 65 countries.

Career Path:

Sales Specialist - Jan2011- Mar 2018

Key Tasks Handled:

- ✦ Developing sales & marketing plans in assigned market/product area for Automotive Aftermarket (BK) divisions for entire Kuwait, Qatar & Bahrain.
- ✦ Identifying market segments and target customers based on data.
- ✦ Working closely with Channel partners for lead qualification and management.
- ✦ Handling a distributor network and key accounts across the region. Evaluating & Launching New Products
- ✦ Show quantitative and qualitative growth in sales

Highlights & Achievements:

- ✦ Successfully implemented 3M Complete repair process at Key accounts in Kuwait market first time in MEA it helped in enhancing the Top line & Bottom line sales.
- ✦ Launched 3M Car care DIY products in Kuwait at introduced in big retail chains I.e. – Sultan centre, Care four, Alfa & Oula Fuel stations.
- ✦ Established direct sales channel with Toyota & Lexus Body shop (Mohamed Nasser Al Sayer Group)
- ✦ Achieved higher business growth (from USD 600K in 2010 to USD1.2 Million in 2016)

Dec '2008

3M Gulf Ltd, UAE

3M Gulf is one of the finest large innovative product base organisation. Based in Minneapolis, USA with more than 55,000 product and operations in 65 countries

Career Path:

Technical Trainer & Demonstrator – Dec'2008 – Jan 2011

Key Tasks Handled:

- ✦ Conduct technical trainings at end users level across the GCC region.
- ✦ Conduct products demonstration to increase awareness and sales of the focused product range.
- ✦ Provide technical support and assistance to sales team.
- ✦ Provide technical assistance to channel partners and distributors across GCC.
- ✦ Handling the entire range of 3M Automotive Aftermarket
- ✦ Develop new product and create new business opportunities.

Highlights & Achievements:

- ✦ Helped team achieve significant growth rate across all products across the GCC region.
- ✦ New product development exercises for the product advocacy.
- ✦ Launched 3M Color code Polish system at key accounts across the GCC.
- ✦ Increased the PPS & Accuspray penetration in GCC by conducting regular demonstration at Key accounts.
- ✦ Increased 3M Automotive aftermarket products penetration at Al Futtaim Body shops by conducting regular demonstration.

OCT 2007- AUG'2008

Khalil Bin Ebrahim Kanoo - Bahrain

Khalil Bin Ebrahim Kanoo W.L.L. was established in 1999 in Bahrain and it is the authorized distributor of Mazda, Proton and Geely Vehicles throughout the kingdom of Bahrain.

Career Path:

Technical and Business development consultant – Since Oct 2007 – Aug2008

Key Tasks Handled:

- ✦ Supervised the body shop team.
- ✦ Implemented Standard repair process as per OEM Standard.

- ✚ Improved productivity by 30%
- ✚ Assist General Managers in business proposals for new solicitation and development of negotiation strategies with existing and new partners.
- ✚ Assist with the strategic management of new business opportunities, competitor position and set direction for future business projects by conducting timely studies.

Highlights & Achievements:

- ✚ Implemented the standard repair process which help in improving repair quality and customer satisfaction.
- ✚ Achieved higher business growth (from BHD 240K in 2006 to BHD 312 K in 2008) through increased productivity and reduced rework and less overtime.
- ✚ Helped in increasing business by adding new services like Detailing & Under body Coating.

June'2005 –AUG '2007	DuPont India LTD
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For more than 200 years, DuPont has brought world-class science and engineering to the global marketplace through innovative products, materials and services. Our market-driven innovation introduces thousands of new products and patent applications every year, serving markets as diverse as agriculture, nutrition, electronics and communications, safety and protection, home and construction, transportation and apparel.

Career Path:

Regional Trainer for South India.

Key Tasks Handled:

- ✚ Provide technical support to south India sales team
- ✚ Conduct technical training to Body shops technicians and management team

Highlights & Achievements:

- ✚ Implemented DuPont LE (Low Emission) System at Beml Auto (one of the leading Maruti dealer in Bangalore)
- ✚ Developed color formulation for Duxone it helped sales team to increase the penetration in class B segment

ACADEMIA

Bachelor in Business Administration (BBA)

PERSONAL DOSSIER

Marital Status : Married Driving Licence : UAE & Kuwait Date of Birth : 20/05/1984	Nationality : Indian Address : Dubai - UAE
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