



# Hassanen Makiah

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**Address1:** Karadah – Baghdad - Iraq

**Address2:** Barayati – Erbil - Iraq

**Nationality:** Iraqi – Born: 30.06.1977 / United Arab Emirates

**Schengen Visa:** German 3 years multi entry Visa valid till 23<sup>rd</sup> Dec 2021

## Sales & Marketing Senior Manager | Consultant | Business Developer

A highly professional multi business manager who strives to find & innovate opportunities beyond the scenes of others. A strong focus on Marketing, Sales and business improvements and important role player in the successful start-up, development and positioning of highly reputed and profitable brands and businesses in difficult environments like Iraq and Syria. Co-founder of the first and only (Vehicle Roadside Assistance) Company in Kurdistan Region. During my 19+ years of business experience I have achieved continuous successful business establishment, improvement of sales figures & turnover and bringing new business cases and projects, change of business culture by developing and leading high performing teams.

### EXPERTISE

Business development  
Sales and Marketing and Dealers Strategies  
Organisational planning and Process improvement  
Negotiating positive outcomes with staff/clients/management

Developing and mentoring high performing teams  
Managing multiple projects to tight deadlines  
Business Planning and Forecast  
Recruitment and Training

### PROFESSIONAL ATTRIBUTES

Self-motivated and enthusiastic  
Communication with consultative approach  
Accuracy with attention to details  
Team player, trainer, public speaker  
Opportunity creator and idea developer

Results oriented and problem solver  
Charismatic leader and logical thinker  
Loyal and hard working  
Honesty, transparency and accountability  
Strong networker and a competent negotiator

### CAREER TIMELINE

**Business Development Manager**  
Iraqna Group / Baghdad, Iraq

**June 2017 – Present**

**Holding Group of Multi Companies and Involved in Variant Sectors**  
<http://www.iraqnagroup.iq/>



Reporting to the Chairman, new opportunities and projects initiator inserting new sectors and businesses to the group, and developing performance of the group's current companies.

### Some Achieved Projects;

**Carrefour Mall** Baghdad and Bismaia Dream City First Carrefour Hypermarket and Mall of 30.000m<sup>2</sup> located in Bismaia City fully processed and investment certificate approved and issued by National Investment Commission (NIC).



**Bismaia City Municipality**, over \$500,000,000 Full Investment project for 15 years that takes over the Full Management, Maintenance, Cleaning, Security ... etc. for Bismaia City. Idea creative, full project planner, process, submission and negotiator with National Investment Commission (NIC) starting from project announcement till Investment Certificate issued.



**EMC:** Country wide strategic partnership with English Medical Centre starting from Baghdad and expanding all over Iraq.



### Some Ongoing Projects;

**Carrefour Hypermarket:** Opportunity initiator and negotiations leader with Majid Al Futtaim Group MAF Carrefour that led to the signee of the first LOI regulating the cooperation & partnership between Iraqna Group (as Developer, Buildings Provider and Leaser) and MAF Carrefour to develop and open Carrefour Hypermarkets in Baghdad.



**The Martyr Monument (Baghdad):** Investment for the first time; Rehabilitation, development and full management of Martyr Monument in Baghdad for 30 years.



### Co-Founder / Business Development Manager

Jan 2014 – May 2017

**LEENITA General Trading and Automotive Services, (Erbil / Iraq)**

**Consultancy and Broker Company, as well as Holding Company of Auto-Plus Roadside Assistance.**  
<http://www.leenita.com>



Leenita General Trading and Automotive Services was founded and built up from scratch as a corporate platform for various business fields in Iraq, providing Consultancy Services, Market Analysis Services, Business Planning Services, Outsourced Management Services, Business Facilitation Services, One Time Deals, Continuous Supply Deals, Dealership and Distributorship Applications, etc.

### Some Achievements;

**AUTO-PLUS:** Successful establishment of AUTO-PLUS, the first and only Roadside Assistance in Iraq as a Company owned Subsidiary. Head of Sales and Marketing, Maximum Market Exploitation towards retail and corporate partners. Responsible for Service Network Development by assigning Authorized Service Centres and enhancing awareness for combined Auto Insurance - Body & Paint - Roadside Assistance. Relation architecture and leading B to B negotiations with Automotive Dealers, Car Rentals, Insurance providers, Fleet Owners and Companies, etc. operation were shut down due to the economy crises in Kurdistan-Iraq in 2017. <http://auto-plus.net>



**Peugeot Iraq:** Successful Business Planning, Negotiations and Dealership Application of Peugeot France for Dabin Group in Iraq.



**Multimo Iraq:** Successful Business Planning, Negotiations and Dealership Application of Multimo Smart Furniture from Turkey for an Investor in Iraq. [www.multimo.com.tr/en/](http://www.multimo.com.tr/en/)





**Reference: Mr. Nicolas Oswald Ex Regional Sales Manager AVME – Levant Markets 00971566817412**

**D-Auto LLC Co. Erbil Iraq / Doğu Otomotiv**

<http://www.d-autollc.com> ; <https://www.dogusotomotiv.com.tr>

**Reference: Mr. Osman Yelkenci – Ex General Manager of D-AUTO Iraq Mob: 00905336687171**

**Reporting to General Manager, directly responsible for 5 - 20 staff from different Nationalities.**

Head of Audi and Volkswagen Sales, Marketing & Logistics operations for new and used cars and responsible for the maximum market exploitation within the given/contractual sales territory for new cars and used cars of all makes as well as for financial services (financing, leasing, insurance) in accordance to the designated targets from the regional offices.

**Achievements 2011 - 2013:**

- Increase the sales profit margin with 6% compared to the last achieved combined with increase in the sales volume.
- Repositioning Audi & VW models over the Iraqi market.
- Over achievement in the sales of Luxury segment with average of 25%.
- Expand the distribution network all over Kurdistan Region and Baghdad & Najaf.
- Achievement of 2011 - 2012 agreed business plan for both Audi & Volkswagen.

**Business Development Manager and National Sales Manager**

**Mar 2010 – Sep 2011**

**NISSAN Iraq**

**Sardar Group / Erbil ,Iraq**

<http://www.sardargroup.com>



**Reference: Mr. Amjad Saeed – Ex General Manager of Car Zone Iraq Mob: 009647507908666**

**Reporting to Owner and General Manager, directly responsible for 35 staff from different Nationalities.**

Responsible for all sales, marketing, branches, free zones, sub-dealers' operations, governmental and banks relations of Nissan in all over Iraq including but not limited to Baghdad, Erbil, Sulaimania, Duhok and Basra ...etc.

**Achievements**

- Complete sales Department setup including strategies, brand positioning, ordering, training, competitors, product knowledge and CRM ...etc.
- Design a comprehensive Salary & Sales Target commission scheme.
- Zero turnover in sales staff.
- Developer of Software for sales report and analysis, orders status, performance, selling points & stock, etc.
- Develop customer's car loan programs with 3 banks.
- First to conclude credit insurance agreements with 2 major companies.
- Expand the distribution network to Baghdad and Duhok (Facilities & HR)
- Development & implementation of Standard Operating Procedures for all branches.

**Main Showroom Sales Manager**  
**Jaguar and Citroen Syria**  
**Altoun Group / Altoun Trading Co. – Damascus / Syria**  
<http://www.altoungroup.com/>

**Aug 2002 – Oct 2009**



Reporting to General and National Sales Manager, responsible for 8 staff

Responsible for daily sales activities, banks loans, insurance, etc.

**Sales Supervisor**  
**SAIPA YADAK / Syria**  
**Hmisho Group - Hmisho Trading Co.**

**Sep 2001 – Aug 2002**



**Reference: Mr. Mohammed Al Khateeb – Ex General Manager of Hmisho Co Mob: 00966500579014**

Reporting to General & Sales Manager, responsible for 16 staff

Responsible for daily sales activities, in house loans programs, sub-dealers in Damascus in addition to vehicles stock control and distribution in all over Syria.

#### **Achievements**

- 12,000+ successful deliveries within the first year of operations in Syria.

**Outlet Manager**  
**Naf Naf Syria**  
**Jamil & Kanan Fashion Co.**

**Feb 1998 - Sep 2001**



Reporting to General Manager, responsible for 5 staff

## **PROFESSIONAL TRAININGS & ASSESSMENTS**

#### **Training:**

Sales skills & product knowledge training	JAGUAR	2003
Brand awareness & customers satisfaction	CITROEN	2006
Sales & customer relation management	CITROEN	2008
Sales Skills, competitors & product knowledge	NISSAN	2010
<b>Audi Academy Training (Sales Manager)</b>	<b>Audi / VW</b>	<b>2016</b>

#### **Assessment:**

- Successfully passed assessment conducted by Audi & Volkswagen Middle East and Davos Consulting Group for the position of National Sales Manager. Audi / VW  
2012
- Successfully passed Sales Manager Training assessment conducted by Audi Academy Middle East  
2016

## **LANGUAGES**

<b>English</b>	Fluent - Business
<b>Arabic</b>	Native – Excellent Command
<b>Kurdish</b>	Fine understanding & speaking – good computer typing
<b>Farsi</b>	Basic Speaking

Thanks for your attention & kind regards,

**Hassanen Makiah**