



## **Ashraf Hafez Mohammad Omar**

**Date of Birth** : 01/02/1963  
**Nationality** : Egyptian  
**Marital Status** : Married  
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**Qualifications** : **Master In Business Administration (MBA)**,  
Arab Academy Graduate School of Business Feb.2008  
**Executive management Professional Diploma**,  
American University in Cairo 2004.

**B.Sc.** Mechanical Power Engineering, Helwan  
University, Cairo, Egypt ,1987.

General Grade **GOOD** (73.5%).

**Graduation Project:** Stratified Charge Combustion  
Internal Combustion Engines.

**Project Grade: Excellent.**

**Language** : Fluent English and Arabic Reading and writing.

**Computer Skills** : Professional user Of Microsoft Office: Word, Excel,  
Power Point and AutoCAD.

## Summary:

- Over thirty years extensive working experience in GCC and EGYPT in the Automotive dealership planning ,management and operations including Sales , After Sales Services, Customer Relations and Satisfaction, Dealer's Development , Marketing & Planning , Field Operations , Spare Parts , financing and administration for different reputable companies and Japanese ,European, Chinese and Indian Brands like Toyota , Mitsubishi ,SKODA, Brilliance ,Jinbai, Mahindra ,Great wall, Cherry, Jon way, FIAT, Chrysler, Dodge , Jeep, RAM ,Citroen ,Suzuki , Ford & JITOIR .
- A dynamic, Analytical thinker, Interpersonal, Problem Solving and organizational skills, Inspirational and Highly Self-motivated Leader with strong Sales and After Sales Services Management Experiences in GCC and Egypt.
- Excellent negotiation and communications skills.
- Able to foster team enthusiasm, drive for results and influence others.
- Customer Oriented and also People Oriented.
- Deliver Budgeted Sales and Profits with Recordable Achievements.
- Design, Make Feasibility Studies for After sales network, Set the Operations Systems and follow its Implementation.
- Set the Annual and continuous improvement (Kaizen) Plans, Targets and Marketing Plans for TOYOTA Sales, Mitsubishi Motors, SKODA AUTO, Bavarian Auto Group Multi Brands and Toyota Egypt After Sales Services Network.
- Set Plans for all Toyota Egypt After Sales Services Dealers for TSM (Toyota Customer Service Marketing) Certification and Certify them from TMC (Toyota Motor Corporation).
- Certified Toyota Dealer Evaluator, Body & Paint TSM Evaluator and Kaizen Promoter from TMC.
- Certified Kaizen Leader & Express Maintenance Instructor from TMC.
- Organize & conduct the Annual National Skills Contest for Service Advisors, Technicians, Parts Sales man and Customer Relations Staff (6 Categories) and proceed their attendance of the Assembly of the Championship in TMC.
- Organize seminars and events hosted by Toyota Egypt.
- Represent Toyota Egypt in all National and International Seminars and Kaizen marathons.
- Establish FCA (FIAT , Chrysler , Dodge , Jeep , RAM ) Network in Iraq for sales and aftersales in Baghdad and Erbil.

## **Work Experience:**

- **Executive Managing Director East Delta Transport and Tourism Company**  
(Sep.2023-Current)
- **Business Development Director for Abo Hetta Group**  
(Manufacture and distributor of SHINERAY Automotive in Egypt and authorized dealer of TOYOTA, NISSAN, MITSUBISHI, KIA, GEELY, CHEVROLET and MG)  
(Reporting to Chairman) (May2023-Sep2023)
- **CEO for Al-Aksa Group**  
(SKODA, HYUNDAI , Ford & JITOUR 3S Authorized Dealer )  
(Reporting to MD ) (Nov. 2021-April 2023 )
- **Business Development Director for Al Bargasy Group**  
( TOYOTA, SKODA, Ford , Citroen & Suzuki 3S Authorized Dealer)  
(Reporting to Chairman) (Dec. 2019-Oct. 2021)
- **Head of Network Development and Business Management**  
for Laith Al Obaidi Motors; General Dealer of FCA in Iraq (FIAT , Chrysler, Dodge, Jeep, RAM)  
(Reporting to Chairman) (Aug. 2018-Nov. 2019)
- **Director of After Sales of ARTOC Auto (SKODA Sole Distributor in Egypt)**  
(Reporting to Vice Chairman) (March 2015-July 2018)
- **General Manager United Company for Marketing and Cars**  
(TOYOTA 3S MAIN DEALER) & Pioneer Co. (JONWAY Distributor in EGYPT)  
(Reporting to MD ) (June 2012- Feb.2015)
- **Director of After Sales Services for Diamond Motors the New Distributor of Mitsubishi in Egypt.**  
(Reporting to COO) (Nov. 2010- June 2012)
- **Director of After Sales Services for the Multi-Brands in Bavarian Auto Group**  
(Reporting to Chairman) (August 2007- Oct.2010)
- **National Parts & Field Operations Manager,**  
Toyota Egypt ASSD (March 2006-July 2007)
- **Field Operations, Marketing & Planning Manager,**  
Toyota Egypt ASSD (Jan. 2005-March 2006)
- **Field Operations & Dealer Development Manager**

- Toyota Egypt** ( July 2004-Jan 2005)
- **Field Operations Manager,  
Toyota Egypt ASSD** ( March 2003-July2004)
  - **Deputy General Manager & Service Manager  
Daewoo Motor Egypt** ( Sep. 2000-Feb 2003)
  - **Manager, Service Centers Operations,  
SCANIA , Mazda and Miga Body shop  
Ghabbour Egypt** ( Jan. 2000-August 2000)
  - **General Manager, After Sales Services  
Modern Machinery Co.** (June 1998-Dec.1999)
  - **Service Manager, Toyota Jubail Branch,  
ALJ, Saudi Arabia** (July 1995-May1998)
  - **Master Service Advisor & Acting Service Manager Toyota & Lexus Khobar Branch,  
ALJ , Saudi Arabia** (July 1993-June 1995)
  - **Service Advisor, Toyota Khobar Branch,  
ALJ , Saudi Arabia** (July 1991-June 1993)
  - **Workshop Supervisor, Um Al-Qura For Haji Transportation in Saudi Arabia  
Responsible for the maintenance and operations of 1200 buses different brands**  
( Feb 1989- June1991)
  - **Maintenance Engineer, Army Vehicles  
Military Service** ( Oct. 1987-Dec.1988)

## **Remarkable Achievements for ARTOC Auto:**

- 1- Achieve the annual after sales targets set by SKODA AUTO.
- 2- Enhance the Customer Satisfaction Index by implementing the Human Touch Programs of SKODA AUTO.
- 3- Improve the after sales dealers' network by implementing SKODA AUTO programs.
- 4- Increase the Labor Hour rate and the Parts compensation factor for the Warranty repairs.
- 5- Improve the warranty error rate by 70 %.

## **Remarkable Achievements for United Co. for Marketing and Cars:**

- 1- Achieve the sales and after sales targets set by TOYOTA EGYPT.
- 2- Increase the fleet contracts for the after sales by adding 23 new contracts with petroleum companies, Banks, Tourism companies, Transportation companies and Ministry of Health.
- 3- Achieve the best Aftersales dealer Award for Toyota Egypt in 2014.
- 4- Set up the Full Operations for the Jon Way brand (Chinese SUV) in EGYPT for sales and aftersales network.

## **Remarkable Achievements for Diamond Motors:**

- 1- Establish the After Sales Business for Diamond Motors (The new distributor of Mitsubishi in Egypt) including the Main service center facility and equipments Preparation and Manpower recruitment.
- 2- Establish the Authorized after sales dealer's network for Mitsubishi in Egypt.
- 3- Set up the Warranty Policy for Mitsubishi in Egypt.
- 4- Set up the Warranty Hour Labor rate and Parts compensation factor with MMC (Mitsubishi Motor Corporation).

## **Remarkable Achievements for Bavarian Auto Group:**

- 1- Establish the After Sales Business for BAG Multi-Brands (Brilliance, Jinbei, Great Wall and Mahindra).
- 2- Achieve the best After Sales Award from Brilliance in 2008.
- 3- Achieve the best After Sales Award from Brilliance in 2009.
- 4-Increase the After-sales revenue achievement by 147% in 2009.
- 5-Increase the After-sales revenue achievement by 73% from Jan-June in 2010.
- 6- Solve all CPA (Consumer Protection Authority) complains for the Multi-Brands.

## **Remarkable Achievements for Toyota Egypt:**

### **Parts Area:**

1. Organize with TMC (Toyota Motor Corporation) and TSAM (Toyota South Africa Motors) the parts supply for the New Generation Corolla 2008.
2. Negotiate with TMC (Parts division) and reduce the FOB prices supplied to Toyota Egypt by 2%.
3. Reduce the parts lead time from 150 days to 65 days for sea orders.
4. Improve the parts service rate by 2% to reach 96%.
5. Increase the parts sales achievement by 42% from previous year's achievement.
6. Reduce the local parts sales from 5% from total sales to 2%.
7. Reduce the stock month from 7 to 5 months.
8. Increase the parts turn over.
9. Great Progress with GOEIC (General Organization for Export and Import Control) Authority to solve the importing obstacles.

### **Service &Field Operations Area:**

- 1- Support Toyota Egypt to achieve the 1<sup>st</sup> Customer Service Prize in Aftersales for African Distributors.
- 2- Negotiate and convince TMC top management to allow Toyota Egypt to host the Kaizen Marathon for year 2008 which is an international event held every year in one of the most advanced Toyota Distributors worldwide and more than 40 Toyota Distributors participate(negotiation took place during my participation in 2007 Kaizen Marathon in Australia and Toyota Egypt Hosted the Marathon in 2008)
- 3- Hosted the Middle East TSM Basic work shop in Toyota Egypt Alex Branch in April 2006 (9 countries participated).
- 4- Special Award to Toyota Egypt for Achieving the Highest score worldwide in year 2006 (97%) in Express Maintenance evaluation by TMC (I was the Kaizen leader for this program).
- 5- Hosted the Express Maintenance in Toyota Egypt main service center from July2005-Feb.2006 (10 countries participated).
- 6- Negotiated and succeeded with TMC to host an ICT from TE for 2 year starting June 2005(Intra Company Transferee Program in TSM Basic and Advanced Group in TMC).
- 7- Introduce the TSM advanced Express Maintenance Program to Toyota Egypt (Type 1 & 2 countries only are allowed to participate & Toyota Egypt was Type 3).
- 8- Negotiate with TMC and take the necessary countermeasures in order to change Toyota Egypt from type 3 to type 2 (achieved on July 2004).
- 9- Make the Feasibility study for Toyota Abo-Rawash Branch and the Layout Design according to TMC standards (2003).
- 10-Make the Feasibility study for Toyota Alex Branch to buy the facility (2004).

- 11- Make the Feasibility study for Toyota New Cairo City Branch and the Layout Design according to TMC standards (2004).
- 12- Organized the 2003 Customer Service Seminar for Africa (Hosted by Toyota Egypt and 32 countries participated) and it was classified as the best seminar held.

## **Training & Certificates:**

- **Bodyshop Management (Sikkens –Netherlands) (Oct.2015)**
- **MBA , AAGSB (Arab Academy) (Feb.2008)**
- **Kaizen Leader For Toyota Egypt (Feb. 2006)**
- **Express Maintenance Evaluator Instructor (Feb. 2006)**
- **Certified Toyota Body & Paint Shop Evaluator (Sep.2005)**
- **Adobe Photoshop (Feb. 2005)**
- **Executive Management Professional Diploma, AUC (July 2004)**
- **Kaizen Promoter & Toyota Dealer Evaluator (March 2004)**
- **TSM Basic Workshop, Oman (March 2004)**
- **Certified Toyota Dealer Evaluator (Japan) (June 2003)**
- **Change Management (May 2000)**
- **Effective Decision Making (May 2000)**
- **Profitable Body Shop Management (Oct. 1996)**
- **Winning Through Customer Service (ALJ, SA ) (Sep. 1996)**
- **Bridgestone Tire Seminar (ALJ,SA) (July 1994)**
- **Toyota Master Service Advisor (ALJ, SA) (June 1993)**
- **Toyota Service Advisor (ALJ, SA) ( Dec.1991)**