

C. THOMAS ABRAHAM

Mob – 9567576999 Alternate 919526274436 Email:- thomasabraham83@gmail.com

SENIOR-LEVEL EXECUTIVE- AUTOMOBILE INDUSTRY STRATEGIC, RESTORATIVE, ARRANGER, ACHIEVER, ANALYTICAL (Gallup Strength's Finder)

AREAS OF EXPERTISE

Business Operations & Strategy
Adaptability & Determination
Sales / Marketing / Service
Dealer Development/ Fund Raising
Budgeting & Financial Analysis
P&L & Cash Flow Management
Risk Management
Setting & Measuring KPI's
Market Research & Branding
CRM
Human Resource Management

EXECUTIVE SYNOPSIS

Highly accomplished professional with over 27 years of multifaceted experience in Automobile Industry handling Japanese, German, French, American, Swedish, and Chinese Brands both in Passenger and Medium & Heavy Commercial vehicles. Possessing valuable insights, keen analysis and team approach to implement best practices to achieve business excellence. Adept at working in high-pressure environments with strict deadlines and multiple deliverables. Well versed with efficiently handling all activities involving resource planning, In-process inspection, Teambuilding, Client Interactions and coordination with internal Departments. Extended expertise in analyzing existing systems and procedures, preparing business continuity plans, designing internal control systems and facilitate effective decision-making. Demonstrated ability to manage human, financial and material resources towards achieving stated targets, to lead, motivate and provide effective guidance to a team of professional and support staff. Superior communications and interpersonal skills, multitasking with an ability to interact with a wide range of people.

CAREER HIGHLIGHTS

- Awarded the best Performing Dealer & Best Performing COO for Daimler India Commercial Vehicles.
- Awarded the best Aspiring Dealer by FADA for 3 years in the commercial Vehicles category.
- Re launched Renault Brand in KSA, Renault the NO 1 European Brands in KSA. Retail Sales growth 66 % and Fleet 24% y-o-y. Overall growth 30 %.
- Increased Market Share from 8 % to 12.5 % with General Motors brands in Kuwait
- Achieved the **Global Award** for Nissan Sales & Service Way- Qatar
- Awarded **Best NSSW Headquarter Driver** in the Middle East - 2005. - Qatar

PROFESSIONAL EXPERIENCE

Vayalat Automobile Ltd (Chief Operating Officer) Dec 2021 to Present

Vayalat Automobiles is the dealers for Mahindra & Mahindra range of Passenger and Commercial range of products within the State of Kerala with Cochin as the command area. The company is majorly into sea food exports.

Key Responsibility: - Lead the Mergers and Acquisitions process

Achievements: - Revamped the operation and now running profitably

Sanghi Brothers Indore Pvt Ltd- SBU & RPJ Manufacturing - (Body Building)

Chief Operating Officer – CVD (MP) (October 2020 to July-2021) Reporting to Board of Directors.

Sanghi Brothers is the dealers for TATA Commercial vehicles, Passenger Cars and for brands like KIA, Hyundai, and Toyota & Jaguar in the state of MP. It's a 70 years old 2500 Cr TO company and employees around 1800 staffs across all the dealerships.

Key Responsibilities:-

Turnaround within Sales, Service and support divisions, HR/Accounts/ Legal/IT/Administration.

Revamp operations and bringing in the change at all levels.

Achievements within 6 Months of operations.

- Increased TO from 24 Cr to 85 Cr-per month.

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Autobahn Trucking Corporation Pvt Ltd; Daimler India Commercial Vehicle India Ltd - (SBU)
Chief Operating Officer – (Kerala) (March 2016 to October 2020) Reporting to Board of Directors.

BharatBenz is a division of Daimler India Commercial Vehicles (DICV), itself a wholly owned subsidiary of the German manufacturer Daimler AG. The brand is known for its range of modern Trucks & Buses .

Key Achievements

Expanded market share from 30 % to 55 %, **Boosted gross** margins, **Improved Service Revenue**, bridged productivity losses.

Reengineered business processes and instilled urgency for financial discipline.

Operations Re-engineering: Led management team in identifying and correcting critical problems; reduced and streamlined overhead expenses, strengthened resolved quality and warranty issues.

Team Development: Need for change, key metrics on performance and human development; upgraded and rebuilt the leadership team with a succession plan.

Network Expansion: - Mapped business hubs, developed new projects to enhance customer experience and acquired new business lines for additional income

Key Deliverables

- Effectively managed a team of over 830 employees in 14 locations within the state of Kerala.
- Developed intensive, ambitious business strategies, short-term goals, and long-term objectives
- Revenue & Profit Growth in All areas of Business – Sales/Service/B&P/Lube/Accessories
- Fostered change in company culture to be more open, transparent, and accountable
- Spearheaded overhaul of various underperforming departments to reduce stagnation and increase growth and productivity

TVS & Sons for Renault India Private Limited (SBU) DGM – Head- Sales (Kerala)
(July 2013 to Feb2016) Reporting to SBU Head.

Key Deliverables: -

- Full P&L Responsibility for sales.
- Revamp the entire Sales operation, People, Process and systems, including Call center.
- Network Expansion Sales and Service
- Measure CSI & SSI for Sales & Service and comply JD Power standards.

Gulf Advantage Automotives LLC, Saudi Arabia – (2011 – June 2013)

Gulf Advantage Automobiles LLC is a joint venture between Suhail Bahwan Automotive Group, Oman and Al Baazai Group, Saudi Arabia formed the exclusive dealer for Renault vehicles in the Kingdom. The Suhail Bahwan Automotive Group has over 35years of experience in the region and North Africa handling leading brands such as Rolls Royce, BMW, Mini Cooper, Infiniti, Nissan and Iveco.

DGM- Retail Sales &Marketing (Reporting to the Country Head)

Key Deliverables

- Achieve budgeted sales volumes, vehicle order planning, and profit levels. Manage NRV levels and overall budget for Retail/Dealer business/Dealer development and revenue growth.
- Align with the business strategy and directly liaise with the Branch Management/ Rental and leasing companies to ensure that programs and controls are in place to achieve the calendars budgets.
- Established “Auto Rent” as a leading brand in KSA and increased Rental and leasing business through targeted offers for GAA owned Rental and Leasing Division and other major fleet operators.
- Ensure that incentive schemes are motivational and in line with group policy and budget and quarterly reviews executed to measure success.
- Develop/ Maintain Strategic Pricing model to enable sales to achieve their volume and business objectives.
- Develop Tactical Marketing campaigns to ensure that the business objectives are achieved.
- Ensure that the target Saudi National mix is achieved and maintained.

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ALGHANIM INDUSTRIES, Kuwait

(2007 – 2011)

Alghanim Industries is the exclusive distributor for Cadillac, Chevrolet, Hummer, Opel, Saab, Foton and Oshkosh trucks in Kuwait. A multinational company in outlook with operations in 40 countries, Alghanim Industries is a multibillion dollar conglomerate with more than 30 businesses involved in Advertising, Automotive, Consumer Credit, Insurance, FMGC, Project Engineering, Electronics, and Home Furnishing.

Marketing Manager (Reporting to Vice President)

Key Deliverables:

Operations

- Increased retail sales by over 10 % by effective utilization of CRM, showroom controls, restructuring teams and incentive payouts. **Secured profitable growth in the Fleet business.**
- Provided ongoing training, coaching and development support.
- Review actions as required to manage stock levels proactively.
- Strengthened Sales product mix to secure a healthy segment mix as a long term strategy.
- Initiated and completed Sales process revamp with GM difference module.
- Maximize efficiency between vehicle order and invoice to reduce the stock holding days to match the strategic/tactical plan.
- Align order units to minimize the stock days based upon the volume figures defined by the Sales Planning Committee.
- Secured full usage of the Kerridge system for prospecting, Sales processes and sales follow up.
- Re-established market leadership for strategic models against major German, Japanese competitors by leading development of distinguished products, features and services.
- Generated the highest sales volume which was recognized with a Chairman's challenge

SALEH ALHAMAD ALMANA COMPANY, Qatar

(1996 – 2006)

The Al Mana Co. is one of the largest corporate establishments in Doha, Qatar with an array of activities. The company has diversified in the fields of Automobiles, heavy vehicles, electronics, food chain, fashion and construction. Over the last 4 decades, the Al Mana Co. has grown to reach a staff strength of 1750 people and sales turn over exceeding US \$ 110 million.

Marketing Manager (Reporting to General Manager)

Key Deliverables:

- **Marketing Communication**
 - Instrumental in dealing with BTL advertisement, Media, Motor Show, Promotional Campaigns/ Events, Internet Marketing and Service marketing
- **Pricing Management**
 - In charge of New Model Pricing, VI and VA pricing, Current Model Pricing and Price Monitoring
- **Volume Management**
 - Involved in Business Plan, Volume Management, Sales Forecasting and Pipeline management.
- **Brand Identity**
 - Accountable for Visual Identity (Letterheads, stationary, envelopes), Retail Visual Identity, Internal Brand training and Dealer Brand training.

BLUE STAR LIMITED, Cochin, India

(1995 – 1996)

Joined M/s Blue star Ltd. one of the largest air-conditioning and refrigeration co. as Sales executive (based at Cochin India) in 1995 and promoted as Sr. Sales Executive in 1996. Sales of Airconditioners and Refrigeration units.

COMPUTER PROFICIENCY

- Windows line System
- Oracle
- Kerridge Auto

EDUCATIONAL QUALIFICATIONS

- **MBA in Marketing and Finance** from SIBER School of Management – Maharashtra in 1994
- **Bachelor of Commerce** from Mahatma Ghandhi University in 1992

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CERTIFICATIONS & HONORS

- Won the **Global NSSW award** for customer Satisfaction in the year 2005.
- Won the Nissan 180 award for the Company for implementing the Action Standards and Business Plan Management.

PERSONAL PROFILE

Date of Birth	:	8 th March, 1970
Languages Known	:	English,Hindi,Bengali and Malayalam.
Permanent Address	:	13 B1, Kent Glass House, Kaniyampuzha Road Vytilla Cochin.
References	:	Available on Request