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|  | **Yahia Abou El Makarem** |  |
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Nationality: Egyptian

Marital status: Married

Birth Date 02 Sep 1971

Languages Arabic, Mother Tongue,Excellent Command of English

Contacts +966581391823KSA Mobile/Whatsapp

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[yahia.makarem@yahoo.com](mailto:yahia.makarem@yahoo.com)

YahiaMakarem (Skype)

Driving licenses: Driving licenses from Egypt, Saudi Arabia, UAE

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|  | **Education** |  |
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**Cairo University, Faculty of Engineering,**

BSc of Mechanical Engineering and Science

Full Time Study (September 1989 till June 1994)

**Coral Training Center (CTC) Academy, Cairo, Egypt**

Automotive Sales and Marketing diploma

Part Time Study (Aug 2012 till December 2012)

**Bright Minds Institute, Cairo, Egypt**

Project Management Professional (PMP)

Part Time Study

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|  | **Computer & Communications skills** |  |
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Excellent Bi-lingual communicator for both technical and non-technical writing and verbal

Skills in both Arabic and English.

Excellent user of most software packages like Word, Excel, Power Point, Adobe and Internet skills.

Excellent user of different DMS systems such as Auto plus, AS-400, Wang,Auto line and SAP.

Excellent user of TIS, DIS, EPC, SAGA/2, ETKA and Elsa-Win, Micro Cat.

Excellent in using and analyzing of most of scan tool computers like VAS 5051, VAS 5052, VAS 5053 And GT1.

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|  | **Career Summery** |  |
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Business oriented manager with extensive deep experience in the automotive service field

of world class brands like BMW, VW and Land Rover also for commercial vehicles, in different

Countries like Egypt, U.A.E and KSA which allow me to improve a lot of skills concerns like

Building Teams with different cultures and nationalities

Strong leadership and people management skills

Compulsive problems solver and improver with outstanding sales, service delivery.

Targets identifier and achiever

Good Planner

Self-motivated and resourceful with the ability to think and work independently and capable

of original thought, expression and initiative.

A supportive and inspirational leader with exceptional interpersonal and communication

Skillsandthecredibility, diplomacy to influence others at all levels.

Consistently demonstrates commitment, dedication and the highest standards of personal

Andprofessional integrity and excellence.

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|  | **Experience** |  |
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**National Service Manager, Central Province KSA,Subaru,Peugeot (Passenger &Commercial) and Chery,** 2017 Till Present

****Responsible for service Operations in three branches

‘‘Two Passenger ‘’+ ‘’ One Commercial & Body Shop’’

This including (but not limited) tothefollowings:

Setting annual budgets for each branch

Assuring Department profitability by creating cost sold hour module and following up with

AccountsP/L

Forecasting the seasonal turnover declination and launching promotional campaigns

Identifying the weak points for each branch and supporting service managers to create

and implement action plans

Ensure compliance with factory warranty guidelines policy and procedures, this including

internal audit , landed cost review ,,,,,,,,,,,,,,,,,,,,,,,,,,,,etc

Guiding the operation to follow the manufacturer standards

Increasing parts sales by developing / implementing effective promotional programs

Cooperating with parts department to sell service packages with competitive prices

Periodic meeting with the service managers to implement results of budget compliance,

CSI, Telephone reports, Repeat repairs, Mystery shopper reports, pending repairs ……….etc

Executing Spot inspection on quality & Process including compliancy with policy

**National Service Manager** 2014– 2017

**Bavarian Brilliance auto**

Bavarian Brilliance Auto Company, Egypt, Cairo

Responsible for all activity of the service department including the body shop

**Service Manager 2010** – 2014

**VW (Passager&Commercial) & Audi**

Egyptian Automotive and trading Company, Audi and Volkswagen dealership in Cairo, Egypt.

Responsible for service department in the main branch with monthly throughputs of 120 vehicles including VW Commercial with the next responsibilities:

Leading the service business to implement the dealer standards and service core process according to the manufacturer.

Develop new processes to increase labour and parts sales and Margins.

Implementing national service marketing campaigns/promotions for the dealerships.

Improve the customer’s satisfaction, customer loyalty to the company and

Maximum Profitability for the long run.

Monitor the service customer’s retention and implements ways to improve it through

Differentmarketing campaigns.

Improve the workshops productivity, efficiency to achieve and exceed budgets.

Improving the company service image which will increase the sales capacity to help the

Sales team of the repeating sales cycles.

Monitor and lead the service team to work in harmony with all the other departments and

to achieve highest profit and customer satisfaction.

Dealing with customer complaints and solve them successfully using the win/win strategies.

Monitor the workshops KPIs such as utilization, productivity and efficiency to find out

practical ways to improve it.

Planning the bi-annual training plan with the training manager for the service staff to

develop their knowledge and skills.

Monitor the repeat jobs and implement plans and processes to reduce it.

Create a positive work environment to improve the staff moral to get the best out of them.

Lead and monitor a team of four supervisors and 80 staff members to develop the entire

service business.

Carry out interviews to choose the best candidates who can add value for the business.

Motivate and follow up with the sections heads to achieve the monthly targets.

Monitoring the pending job cards (WIP) and decreases it.

Carry out a weekly WIP meeting with the departments’ head

Carry out monthly internal service core process audit to measure the staff members and the

Processescompliance.

Dealing with the consumer protection authority and solve pending concernssuccessfully.

Dealing with the staff members internal issues, personal issues and solves it successfully

Carry out the annual appraisals for the staff members to evaluate their performance

And plan to develop it.

Monitor the CSS closely and implement new plans to improve it.

** Service Manager (Abu Dhabi, Al Ain and Fujairah)**2004 – 2010

**Land Rover, MG Rover and Koenigsegg&Mitsuoka**

Abu Dhabi, United Arab of Emirates.

Covering Abu Dhabi Main Branch , Al Ain and Fujairah branches

**Workshop Manager** 2002 - 2004.

** VW & Audi**

Ali and sons L.L.C, Audi and Volkswagen dealership in Abu

Dhabi, United Arab of Emirates.

** Workshop Manager 1999 -2002**

**Land Rover & MG Rover**

**** Abu Dhabi , U.A.E

**Workshop Foreman 1994 – 1999BMW**Ezz El Arab ,

Dealer of BMW,Cairo ,Egypt

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|  | **Key Training Courses** |  |
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After sales Profit & Loss Calculations

Fleet Management

Service Core Process

Quality management

Marketing Solutions

Service Management

Workshop management

Workshop Operation

Negotiation Skills

**This in addition to tenth of technical courses**

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|  | **Achievements** |  |
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Increasing the VW dealer turnover with 40% within six months

Establishing the Land Rover Main facility in Abu Dhabi

Reaching the Land Rover global challenge in U.K

Establishing the Land Rover Training Center including sections cuts Mechanical Components

Increasing the Landed cost of Land Rover by 14 %, Subaru by 16% and Isuzu by 12%

Launching the car care program for new vehicles warehouse for VW, Subaru, Isuzu

Increasing Land Rover overall campaigns percentage of achievement by 30 %

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|  | **References** |  |
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All References and certificates will be applied upon request