

# 2015

Zaher Al-abdo C.v

Reference J5

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[Author](#), [Trainer](#), [consultant ?](#)

[Chairman of the Executive Board FLF](#)

## [CURRICULUM VITAE]



## CURRICULUM VITAE

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### **ZAHER BASHIR AL-ABDO**

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#### Objective:

To be part of a professional organization team, where I can achieve satisfaction in accomplishing organizational and personal objectives.

#### Executive Profile:

Specialist with an applied working knowledge, in all aspects of Marketing, Planning, Customers Relations, Management, Proven ability to priorities affectively and meet demanding deadlines.

#### Summary of Education:

- ✎ **Bachelor Degree** in Economics (Economics and Planning), Aleppo University, 1989.
- ✎ **Post Graduate Diploma** in Economic & Planning from Aleppo University in 1990.

#### Software Knowledge

- ◆ ***Operating Systems*** – Windows 95, 98, 2000 & XP, and proficient in MS Office 98 & 2000 (**Word, Excel, PowerPoint, Access, in design, Photoshop, director, publisher and Internet browsing & Email execution etc.**)
- ◆ Proficient in **KERRIDGE** Operating System, this is design especially for automotive business.
- ◆ Proficient in **ORACLE** Operating System that is design especially for automotive business.
- ◆ Proficient in **Al-Ameen** Operating System that is design especially for Accounting.

#### Professional Experience:




April 2014- till now: (**Feasibility Studies**) **Consultant / (management & leadership) trainer**



April 2006- April 2014: **General Manager / Mart Link** (Unique Marketing & Training Services)

 Aug2004- April2006: **General Manager** / Guide Mart (advanced marketing solutions & direct marketing services).

 Oct 2003 – Aug2004: **General Manager** / Rakha co. (Automobiles Company, exclusive authorized agent for Nissan Motors in Syria).

 1993 September – Oct 2003: **General Manager** (Sales & Marketing) Abdullatif Alissa Auto Co., a subsidiary of Abdullatif Alissa group, a **leading GM-Franchise-Authorized dealer in Riyadh.**

### Main Achievements:

- ☒ Successful marketing strategies, to improve sales more than 100% against forecasted sales during 2000 & 2001. Both years I have received appreciation award and gratitude from Abdullatif Al Issa Auto Co. for support and efforts to promote company sales, enabling it to win the GM's "Chairman's Challenge", a prestigious award in a row of 2000 & 2001.
- ☒ Received company's highest sales award two years in a row.
- ☒ Year 2002, we have achieved more than 100% sales in 6 months and No.1 among the dealers in Kingdom of Saudi Arabia.
- ☒ Received an appreciation award, from GM for achieving more than target in March & NO.1 in April 2003 sales.
- ☒ Implemented numerous innovative, effective advertising & Sales promotion activities.
- ☒ Successfully introduced many new products, such as Cadillac STS, Cadillac Escalade, Chevrolet Malibu, Caviler and latest model of Chevrolet Barina.
- ☒ Organized many mega events, like motor shows, exhibitions, sales conferences and customer clinics.
- ☒ Board member to obtain international quality certificate ISO 9001:2000 so, our company became the first authorized dealer among all General Motor's dealers and second among all automotive dealers in the Kingdom.
- ☒ Implemented computerized "customer follow-up system".
- ☒ Directed & developed a web site for Abdullatif Alissa Auto Co ([www.alissa-auto.com](http://www.alissa-auto.com)).
- ☒ Established Alissa Group companies' bulletin, Auto Link magazine and four issues have been published under my supervisions.
- ☒ Established member of RMA and GM's MBT (Market Brand Team) and attended many Meetings, Conferences & Launching programs in Dubai, Bahrain etc.
- ☒ Managed 4 Sales Managers including Showroom sales & Fleet sales & 32 Sales executives and Marketing team included Internet site Developer, Customer Analyst and Market Research are working under me.
- ☒ Implement training course for new recruits.

 Feb 1991 to September 1993: **Commercial Manager** in Industrial Company for Garments, Aleppo – Syria.



9. Analysis of competitors and making strategies suitable to face the challenge from Chamber of Commerce, Riyadh, in November 1996

*Computer Training Courses:*

10. Certificate from compubase as Professional user for Microsoft power point 97 Riyadh 1998
11. Certificate from compubase as Professional user for Microsoft access 97 Riyadh Feb.1999
12. Course in Designing Multimedia advertising from Chamber of Commerce, Riyadh in December, 1998

*Automobile Product training Courses:*

13. Isuzu Sales and Product Training Certificate from Isuzu Corp. in 1994
14. Sales Consultant Certificate from Cadillac, General Motors in 1995
15. GMC Yukon Intro Product Training from Academy of Excellence General Motors, in 1996
16. Chevrolet Cavalier Product Training from Academy of Excellence General Motors, in 1996
17. Chevrolet Lumina Product Training from Academy of Excellence General Motors, in 1996
18. Sonoma Intro Product Training from Academy of Excellence General Motors, in 1997
19. Cadillac Catera Introduction Training from Academy of Excellence General Motors, in 1997
20. Cadillac Seville Training – Academy for Excellence General Motors, in Feb. 1998
21. Chevrolet RWD Lumina Launch Training – Academy for Excellence General Motors, in June 1998

*Customer Handling Technique Training's:*

22. Customer Handling from Academy of Excellence General Motors, in 1997
23. Advanced Automotive Selling Techniques from Academy of Excellence General Motors, in 1997
24. Sales Techniques and product knowledge for M.Y. 97, General Motors, Cadillac in 1997
25. Automotive Selling Skills Certificate from Academy of Excellence General Motors, in 1997
26. Professional Selling & Prospecting for Customers from Academy of Excellence General Motors, in 1997
27. Customer Handling Techniques from Academy of Excellence General Motors, in 1997
28. Top Achiever Award for General Motors- Rewards and Recognition Program Phase 1 & 2 - General Motors, in 1998
29. Training Certificate of customer enthusiasm – managing customer focus business - Academy of Excellence General Motors, in 1998
30. Customer Enthusiasm Program – Consultative Selling Process – Academy for Excellence General Motors, in November 1998
31. Training Certificate of customer enthusiasm program – thing customer enthusiasm - Academy of Excellence General Motors, in 1998
32. Prospecting New Customer – Academy for Excellence General Motors, in April 1998
33. Franklin Time Management – First things First – Academy for Excellence General Motors, in December, 1998
34. train the trainer , Nissan motors – Dubai , in Jan 2004
35. Member of IAA (international advertising association)
36. Member of ESA (Economic Science association)

***Note: All original certificates are available with me for your review.***