

Profile Summary: Dynamic automotive professional with over 18 years of experience in Sudan and the UAE, specializing in fleet management, workshop operations, and after-sales services. Successfully reduced operational costs by 25% within one year at AfriTrac, UAE. Proven success in establishing and expanding multi-brand dealerships, significantly contributed to increasing the customer base from 6 to 5,400 over 8 years at Auto House Motors, Sudan. As a partner with a 20% stake, contributed to securing dealership agreements for Zotye and Haval brands in Sudan. Expertise in troubleshooting complex automotive electrical issues using advanced scanner tools and proficient in utilizing Key Performance Indicators (KPIs) to optimize performance. Strong coaching and training abilities, demonstrated through the establishment of the MG Training Center in Sudan, which developed the technical skills of the after-sales department. Fluent in Arabic and English, with exceptional communication, leadership, and negotiation skills.

EDUCATION

BSc. (Hon.) Mechanical Engineering University of Khartoum, Khartoum, Sudan 2000 – 2005

EMPLOYMENT

Fleet Manager **08/2023 - 09/2024**
AfriTrac Automotive – UAE

- Managed the automotive fleet's development, performance, and maintenance, ensuring efficient operations that maximize profitability in line with pre-agreed targets while maintaining customer satisfaction.
- Assisting in the recruitment of quality drivers into the fleet.
- Implemented corrective measurements as needed to improve results and ensure customer satisfaction.
- Succeeded in reducing the operational costs and expenses by approximately 25% through only one year.
- Fostered relationships with international customers, providing tailored solutions.

Workshop Manager **08/2021 – 08/2023**
Bushrana Global Trading Company LLC – UAE

- Coordinated maintenance activities and supervised employees to ensure quality service delivery.
- Prepared quotations for parts and managed supplier communications.
- Maintained adherence to budgets, maximizing profitability through effective planning.
- Monitored and enhance department performance using KPIs, and implementing corrective actions as necessary.
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After sales Manager & Maintenance Manager **06/2013 – 04/2021**
Auto House Motors CO, Zotye and Haval Dealer - Sudan

- Partnered with Auto House's board, holding a 20% stake and contributing to the establishment of a multi-brand dealership.
- Contributed to increasing customer base by 700% over 8 years through enhancing after-sales services and applying effective marketing strategies.
- Played a pivotal role in securing Zotye and Haval dealerships in Sudan.
- Managed workshop operations and trained employees, ensuring high standards of service and customer satisfaction.
- Contributed to increasing public awareness regarding automotive operations and maintenance challenges and solutions by broadcasting the "Sayarti" program on Hala 96FM Radio [Sayarti Program](#)
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After sales Manager & Workshop Manager **06/2011 – 05/2013**
Pentra Technology CO, MG Dealer - Sudan

- Led service and technical operations to meet performance objectives.
- Handled warranty claims and customer complaints, enhancing customer loyalty and retention.
- Developed effective relationships with departmental managers for improved coordination.
- Established MG training center to enhance the technical skills of the after-sales department staff.
- Provided training and support, fostering career growth opportunities for team members.
- Supervised service department employees, ensuring efficient operations and service quality.
- Provided training and support, fostering career growth opportunities for team members.
- Monitored service department performance through KPIs, implementing necessary improvements.

Service Advisor:

- Served as the primary point of contact for customers, addressing their service needs and providing estimates for repairs, maintenance, or parts.
- Advised customers on required or recommended services and parts, helping them understand issues with their vehicles and the solutions available
- Kept customers informed about the status of their vehicles, provided updates on repair timelines, and addressed any concerns

Team Leader and Workshop Manager:

- Led service and technical operations to meet performance objectives.
- Oversaw the day-to-day operations of the workshop, ensuring that repair and maintenance work is completed on time and to a high standard.
- Managed the inventory of spare parts, tools, and equipment needed for repairs and maintenance.
- Ensured that all repairs and services meet quality standards, and adhere to safety regulations and best practices.
- Implemented and refined workshop processes to improve efficiency, reduce costs, and enhance service quality.
- Specialized in troubleshooting complex electrical issues.
- Expert in scanner diagnostics and vehicle fault analysis.

TRAINING COURSES

- Training in Zotye brand manufacturing, China, 2016.
- Training in maintenance and repairing of Nissan cars (NS2 Seasion), Sudan, 2008.
- Training in fundamental of maintenance and repairing of Range Rover Cars, UK, 2007.
- Training in sugar processing machinery, Sennar Sugar Factory, Sennar State, Sudan, 2004.
- Training in railway eachinery, Atbara Railway, Sudan, 2002.
- Training in diesel and gasoline engine, Germany Training Center, Sudan, 2001.

MEMBERSHIPS

- Member of Saudi Council of Engineering (SCE), Pofessional Engineer, 2015
- Member of the Sudan Engineering Society, (SES),2006
- Member of Khartoum Racing Club 2002.
- Khartoum Racing Club Board Member 2016.
- Member of Sudanese Horse Racing Federation 2021.

SOCIETY ENGAGEMENT/ LEADERSHIP/ VOLUNTARY WORK

- Contributed to increasing public awareness regarding automotive operations and maintenance challenges and solutions by producing and broadcasting the "Sayarti" program on Hala 96FM Radio and Facebook [Sayarti Program](#), 2019-2022
- Vice Chairman of Racing Office & Racing Director & Handicapper Assistance at Sudanese Horse Racing Federation& KRC.
- Horse Club secretary/ Board Member at Khartoum Racing Club (KRC), 2016-2023.

SKILLS

- Technical Skills: Microsoft Word, Excel, and PowerPoint
- Additional Skills: Project Management, Training and Coaching, Agreements Negotiations, Risk Management, Problem Solving, Critical and Strategic Thinking, Communication, Partnership Building and Fostering, Leadership, and Teamwork.

LANGUAGES

- English (Proficient).
- Arabic (Native).