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| **Profile Summary**  Dedicated and proactive business leader with immense automotive industry experience in an international multicultural setting. A professional with a strong organizational expertise and outstanding interpersonal and communication skills. Skillful and results-oriented professional with over 20 years of experience leading high-performing automotive Sales teams.  A proven record of achieving success through the application of relevant Key Performance Indicators (KPIs) to enhance profitability and rationalise business operations. Particularly strong in building rapport at all levels. Balance Scorecard expert.  Enthusiastically seeking a rewarding and challenging opportunity to leverage my extensive skills at Dealer/ Importer functions.  **KEY STRENGTHS**   * Sales Strategy Development * Team Leadership & Training * Revenue Growth & Profit Maximization * Accustomed in a fast-paced business environment, excelling at multitasking and utilizing professional skills to navigate challenges, * Customer Relationship Management (CRM)- Stellar reputation for fostering an environment that cultivates delivering extraordinary customer service * Inventory Management, * Marketing Strategies and in developing an annual Marketing & Product launch plans and budgets * Negotiation & Deal Closing * Automotive Market Analysis * Finance & Insurance (F&I) Processes * Digital Marketing & Lead Generation * Performance Metrics & KPIs * Vendor & Manufacturer Relations * Compliance with Industry Regulations   **SOFT SKILLS:**  ➢ Reliable and Self – Disciplined, Critical thinker, Analytical thinker, Problem Solver, Resilient, Adaptable, Self-motivated.  Languages: Greek(Native), English( Fluent), Spanish (Beginner) German (Beginner)  Proficient in Microsoft Office Suite, Pentana, Salesforce, SAP, Incadea, IMS/DMS  Lived in: Cyprus, Qatar, United Kingdom, USA, Indonesia  LinkedIn Profile: linkedin.com/in/marios-vrachimis-56a05861  **Education:** Bachelor of Science, Management –University of Phoenix Arizona/ USA  **Professional Experience**   |  | | --- | | **1. ASG Cyprus- Automobile Sales.** Head of Sales -June 2024 to January 2025   * Led a team of 10 sales professionals, increasing annual sales revenue by 25% through targeted training and performance incentives. * Managed to achieve/exceed sales targets( 50 sold units per month), * Drove the sales process and supported the sales team in achieving monthly KPIs for unit sales, profit per unit, finance penetration and add-on products, * Managed Fleet/Corporate accounts and service contracts, * Managed Fleet/Corporate enquires/ Presented Rental/Leasing schemes, * Ensured a leading customer buying experience, * Implemented CRM strategies, boosting customer retention rates by 30% and generating 300+ monthly leads. * Streamlined inventory management, reducing carrying costs by 15% while maintaining optimal stock levels, * Prepared, managed and monitored the effectiveness of marketing initiatives including Social Media campaigns and events, * Collaborated with finance teams to improve F&I product penetration, achieving a 40% increase in ancillary revenue, * Developed digital marketing campaigns, driving a 20% uptick in showroom traffic via social media and online platforms. | | **2.Porsche Centre Surabaya -Indonesia**- General Manager -Sep 2022- Jan 2024   * Looked after the entire Porsche Centre operations- Sales- After Sales- Marketing- HR – * Developed and executed sales strategies to achieve sales targets and to maximise profitability, * Trained staff on consultative selling techniques, improving closing ratios by 30%, * Set sales and after sales targets, tracked individual and team performance, and provided coaching and feedback to drive continuous improvement, * Monitored and reported on sales and after sales performances, providing regular updates to the Board members, * Negotiated with the manufacturer (Regional Office) to secure favourable inventory allocations, enhancing product availability, * Recruited, trained, motivated, and mentored the sales and after sales teams, fostering a high-performance culture, * Maintained strong relationships with customers, ensuring their satisfaction and loyalty. * Resolved escalated customer issues and ensured prompt and satisfactory resolution, * Monitored market trends to adjust pricing strategies, maintaining a 17% gross profit margin, * Implemented marketing strategies to generate leads, increase brand awareness, and drive customer footfall to the dealership. Monitored the effectiveness of marketing initiatives and made necessary adjustments as required, * Prepared and managed the sales and after sales departments’ budgets, ensuring effective resource allocation and cost control, * Monitored and analysed sales data, financial reports, and key performance indicators to drive profitability and operational efficiency. | | **3. CRE Group Qatar** Trading and Contracting. **Manager.** Dec 2016- Aug 2021- Distributors of Agrob- Buchtal Germany and 2tec2 of Belgium. Supervised a team of 50 people,   * Looked after Light Construction works (i.e paving, pedestrian pathways, driveways, swim pool areas, roads, etc), * Led and managed Sales and provided After Sales technical and product support, * Created, implemented and agreed Business Plan and budgets with Board members, * Developed and executed sales and marketing strategies, Maintained and strengthen a large portfolio of clients * Prepared sales Forecasts and created relevant KPIs, * Ensured unpresented Customer Satisfaction, * Engaged in an effective Prospecting process by delivering frequent potential customer product presentations, * Led Marketing planning and implementation (networking, events, customer factory visits, etc), * Analyzed competition and consumer interests and market trends, * **Selected Contributions:** Sold products circa 50 millionQAR in one year to the Supreme Committee for Delivery & Legacy-FIFA 2022(Education City Stadium, Lusail Stadium), BEIN Sports, Qatar Airways, Intercontinental Hotel, Four Seasons Hotel /Nobu Restaurant, etc. | | **Professional Experience /continued…..**  **4. Mastro Qatar -MEP Company – Administrative and Finance Manager** Jan. 2015 – Aug 2016.   * Supervised a workforce of 350 people( Blue and White Collar), * Provided full range of senior-level administrative services, including office administration, IT, secretarial, * Handled all human resources issues including Hiring, Evaluation, Accommodations, etc, * Managed and monitored all ISO implementation processes, * Managed accounting functions for warehouse (stock control- order processing, inventory audit, etc), * Managed Car Fleet and Equipment ( i.e Service intervals, Licenses renewals, De -fleeting, etc) * **Selected Contributions:** Managed to reduce the company’s premises leasing fees by 25 % (Office Spaces, Labor Camps, Warehouse, Workshop Areas, and Car Fleet maintenance). Applied ISO processes which resulted to exceeding customer expectations, minimized waste and errors, while increasing productivity. | |  | | **5. Pavlides & Araouzos** – **Chevrolet, Opel, Citroen**, **Subaru.** Authorized Importer for Cyprus, **General Sales Manager,** Dec 2010 – Nov 2014-   * Led a team of 20 sales professionals on a Nationwide basis * Increased annual sales revenue by 25% through targeted training and performance incentives, * Led the sales processes and supported the sales team in achieving monthly KPIs for unit sales, profit per unit, finance penetration and add-on products * Managed daily New & Pre-Owned Vehicles Sales Enquires and customer deliveries, * Created and monitored daily Sales KPI’s, * Prepared and executed : Strategic Sales Planning and Budgeting, * Prepared monthly/ quarterly Sales Forecasting per model, * Monitored and managed Stock based on Factory lead times/ demand and in conjunction with the Sales Forecasts, * Led an effective Prospecting and following- up process, * Handled /Managed Enquiries (and Measurement), * Held daily Sales Meetings for Team Development, * Held daily Training & Development meetings (i.e Soft Skills, Presentation, Negotiating, Asking for the business, staff performance coaching, etc) * Implemented and fulfilled brand sales processes and brand corporate identity standards. * Monitored product and price, market demands and competition, * Implemented measures to ensure customer satisfaction (CRM- CSS), * Initiated marketing activities to strengthen brand awareness and product line –ups. (Below and above the line). * **Selected Contributions**: Created the Pre-Owned profit center, Assisted in the development/growth of the company’s social media platforms. Developed and implemented a highly effective hands- on, follow-up procedures. Increased sales volumes by 25%. | |