

# AHMED TAJ ELSIR

TRAINING & DEVELOPMENT MANAGER

## CONTACT

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## SUMMARY

With over 15 years of experience in the automotive industry across the GCC, Iraq, and Türkiye, I specialize in aftersales business development and training. As a Regional Training Manager, I lead 3S front-line staff training sessions in both English and Arabic, covering the following areas:

- Service Managers Training
- Service Advisor Training
- Technician and Workshop Training
- Customer Handling Standards
- KAIZEN & Problem-Solving Techniques
- Product Training

I began my career as a **Workshop Service Advisor** and progressed to roles as a **Sales Instructor** and **Regional Training & Aftersales Development Manager**, continually enhancing my expertise in driving performance and efficiency in the automotive sector.

## EDUCATION

**B.Sc (HONORS) in Mechanical Engineering**

**University of Khartoum-Sudan**

Graduated 1999

Certified TTT Instructor for the following:

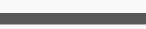


- More than 25 (3'S) Trainings & Plant Visits (CANADA-JAPAN-MALASİYA-Türkiye & UAE)
- KAIZEN: Sales & After sales Product Trainings & Customer Handling Standards, Soft Skills

## LANGUAGES

Arabic 

English 

Turkish 

## PROFILE

Dynamic Training and Development Manager with over a decade of experience in the automotive industry, specializing in passenger cars and trucks. Proven track record of enhancing aftersales operations, transferring automotive knowledge to boost 3S staff skills, and driving team performance. Expertise in improving workflow efficiency, profitability, and customer satisfaction. Skilled in managing large-scale training programs, business development, and process improvements across multiple regions, including the GCC, Iraq, and Türkiye.

## WORK EXPERIENCE

### General Manager

**Nubioğlu-Istanbul, Türkiye**

Nov 2020 – Present

- Oversee the export of Turkish automotive spare parts and heavy-duty mechanical machinery. Manage operations and maintain international business relationships by offering tiered options for spare parts and accessories, balancing cost and quality to enhance sales deal closures.
- Expanded market reach across multiple countries, strengthening the company's global footprint.
- Streamlined export processes, reducing delivery times by 15%.
- Increased sales by implementing a three-tiered product offering strategy, leading to higher deal closure rates.

### Country training & development Manager

**ZSCO Group-Baghdad, Iraq**

May 2019 – Mar 2020

- Managed and trained staff across six companies, covering truck and passenger car manufacturing for brands like VOLVO, ISUZU, and BYD, as well as automotive businesses such as NISSAN, RENAULT, BAIC, and FOTON.
- Kaizing the vehicle Assembly lineup for better QC and less time
- Developed annual training budgets and calendars, working closely with senior operational managers to ensure that training programs were aligned with business needs and objectives.
- Customized training courses to meet the specific requirements of each company, ensuring that all staff received relevant and effective training.
- Actively participated in all sessions outlined in the fiscal year plan, ensuring commitment to training goals.
- Prepared and submitted monthly reports on training activities to top management, while maintaining accurate training records and databases.
- Monitored post-training performance, using online tools to track and measure the effectiveness of training sessions.

### Key Performance Indicators (KPIs)

- Increase in certified staff: Successfully certified a significant number of employees, boosting overall competency.
- 3S Skills Contest achievements: Secured top positions in the contest, reflecting high technical and customer service standards.
- Employee & Customer Satisfaction Index (ESI & CSI) Improved satisfaction levels among both employees and customers, demonstrating the effectiveness of training programs.
- Impact on profitability: Enhanced the overall profitability of the company by aligning training outcomes with business goals.

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## CORE COMPETENCIES

- Training Management:** Development and execution of training programs for front-line staff in English and Arabic.
- Business Development:** Expert in aftersales service planning, marketing strategies, and profit enhancement.
- Process Optimization:** Proficient in implementing KAIZEN principles and improving customer handling standards.
- Team Leadership:** Successful in leading cross-functional teams, achieving top positions in regional contests, and mentoring high-performing staff.

## AFTER-SALES BUSINESS DEVELOPMENT METHOD:

- Evaluate and follow up on marketing activities to gather feedback and drive profitability.
- Share and update service bulletins and marketing materials to keep all stakeholders informed.
- Follow-up after training: Created online sessions to monitor and measure participant engagement, ensuring ongoing improvement.
- Conduct orientation sessions in both English and Arabic to ensure clear communication and understanding.

## WORK EXPERIENCE

### After Sales Development & Training Manager

Nov 2014 – May 2019

#### JAMJOOM Vehicles & Equipment (HINO), Jeddah

- Led aftersales service activities, including business planning and setting targets to boost profitability.
- Developed service marketing strategies, such as service contracts and PMS offers, to drive revenue growth.
- Collaborated with HR to create job descriptions and career paths, reducing recruitment costs through staff training.
- Maintained customer satisfaction by applying the Hino Total Support philosophy.
- Managed technical issues and product quality concerns, liaising with Hino Japan's Quality Assurance team.
- Enforced warranty policies and ensured service shop safety through the Japanese 5S philosophy.
- Expanded PMS services and supported service dealers to enhance customer loyalty.
- Trained service staff and ensured alignment with business goals through customized training programs.
- Submitted monthly reports to top management, maintaining training records.

### Accomplishments & Awards:

- Coached the team to 1st place in the 2017 3S Skills Regional Sales Contest and multiple top-three finishes in Sales and Spare Parts contests (2014-2018).
- Increased sales from 3.16 million SAR in 2017 to 9.6 million SAR in 2018 through effective training.
- Recovered 16 lost customers, boosting service contracts by 19%. Result JVE ranked 2nd on of Top all participated companies for the Achieved Positions 2014 - 2018

### Certified

- Technical: Diagnostic 1, DX II Scan Tool, Express Maintenance, and HINO 500 NMT (Japan).
- Sales: Training at Hino plants in Japan, Malaysia, and Canada.

### Previous Work Experience

#### NATIONAL TRAINING MANAGER

• AL GHASSAN Motors INFINITI Apr. 2014 to Oct. 2014 Jeddah

#### NATIONAL TRAINING MANAGER

• AI- HAMRANI UNITED Co. INFINITI & NISSAN JUN 2010 to Feb 2014 Jeddah

#### SALES AND AFTERSALES INSTRUCTOR

• AI- HAMRANI UNITED Co. INFINITI & NISSAN JAN 2008 to JUN 2010 Jeddah