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HISHAM I. ABU ZAYDEH

Objectives:

To serve in an progressive organization where I can utilize my Business Experience & Practical skills to achieve their vision, mission and at the same time strive towards a rewarding career.

Education

Bachelor of Business administration: 1995
Master in Business Administration : 2023
Master in Political Science : 1998

PROFESSIONAL EXPERIENCE

▪ **Business Development GM & Soft Skills Trainer**
AHCL – HONDA KSA (Aug. 2021 – Up to date)

- Main Goal of job is “grow the company.” Through focusing on increasing brand awareness, bringing new customers, and coordinating public relations efforts.
- Follow up Client’s requirements thru the frequent visits to them in assigned weekly meeting schedule with each client to make sure that all committed terms are implemented.
- Plan for ideal Incentive sachem and share most effective solution in incentive policy creation for BD Managers, Fleet Service Advisors, coordinators & collectors.
- Making sure that all drawn plans & SOPs are smoothly implemented in operation and no Penalties or Override the policies.
- Do the required support to B&P Service operation to ensure that business Load is covering their monthly demand & target sales achievement.

- Finalizing the repair agreements with the new clients, creating & opening the credit account for them to ensure that invoicing process is going smoothly by the client specific credit account code to collect company money by correct & proper way & time.
- Taking a lead role in developing and continuously improving the BP and Customer related business processes. Meet Mega performance and guidelines
- Increase market share
- Meet insurance Company/manufacturers performance and operational guidelines
- Grow Company staff business thought & improve employees mindset to achieve Company goals.
- Conducting Skills gap analysis to identify areas of improvement
- Designing training curricula within time and budget constraints
- Producing physical and digital educational material (e.g., videos & case studies)

▪ **Business Development G.M**

ALJ CDC (AUTOHUB) Body & Paint Co. Ltd –Business Development & Credit Facilities Department

ALJ Group Companies : Jeddah (July 2018 – May 2021).

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- Increase market share
- Meet insurance Company/manufacturers performance and operational guidelines
- Develop/ Support Projects and Programs for Continuous Process Improvement

▪ **Region Operation Manager**

ALJ CDC (AUTOHUB) Body & Paint Co. Ltd – Service Operation Department

ALJ Group Companies: Jeddah (August 2015 – July 2018)

- Enforces budgetary control and ensure that targets are met by all BP Center reporting.
- Ensures that all BP Centers are operating smoothly according to Company Policy & Procedures.
- Publicizes service good reputation in managed area.
- Strengthens service marketing activity in the area and increase number of units serviced, labour sales, and other sales through:
 - Contracts with fleet users

- Local campaigns
- Suggest national campaign
- Proposes short term and long-term recruitment requirements plan for productive and non-productive to General Manager - BP Service Operation.
- Effectively utilizes manpower and facilities of the Center in the area to reduce idle time (inter-area transfers).
- Monitors implementation of warranty policy and procedures to satisfy our customers, and keep image and reputation of the product.
- Monitors, solves and reports Repairs problems in the area through utilization of area Quality Control.
- Monitor competitors' activities and customer requirements, and report through Marketing Product Report.
- Builds teamwork spirit between staff of all BP Service Centers in the area.
- Improves Service Center productivity through:
 - Upgrading staff skill (training)
 - Proper utilization of facilities
 - Availability of equipment & SSTs
 - Implementation of Fix It Right program
- Performs other specific assignment as directed by National Service Division.
- Trains S/A to be developed as future service managers.
- Ensures cooperation between service managers and other departments in the Centers.
- Ensures that proper OJT is given to technicians as directed by Training Division.
- Executes BP Service Marketing Plans as laid out by Service Operation Department.
- Supervises and processes monthly incentives.
- Follows TMC Mid-Range Plan as applicable.
- Resolves all customers' complaint within the Center's area, with coordination with the Center Manager and Operation Department.
- Ensure that GD1 meets the target laid by the Company.

▪ **Business Development Sr. Manager**
ALJ Body & Paint (GSO / CDC) - Business Development & Credit Facilities Department
ALJ Group Companies : Jeddah (August 2011 – July 2015)

- Contribute in designing development activity, SOP and prepare necessary execution plan / checklist, and field visits to follow the progress & report the obstacles with suggested solutions.
- Prepare awareness sessions to targeted BU staff prior to the activity kick-off.
- Perform activity Sales & role playing to ensure targeted Figures properly achieved and implement activity SOP and able to make activity effectiveness evaluation.
- Supervising and directing employees. & Works towards leading employees toward achieving financial and growth goal.

- Establishing a multi-brand body repair and paint project was my biggest achievement at that stage, as it led to the creation of a new brand in company's Business, the brand was ALJ "AUTOHUB".

▪ **Product Manager**

ALJACS Manufacturing & Franchise Department

- **ALJ Group Companies** : Jeddah (July 2008 – August 2011).
- Develop Franchise Product Sales & Marketing through PIO & overseas market.
- Managing business volume for wood dash products to PIO.
- Follow up process of supply all franchise parts to accessories production line.
- Monitor MFG & Fr. Products sales achievement and take necessary counter measures to pursuit the settled targets.
- Plans and coordinates sales activities of Franchise products (PIO) & overseas Business.

▪ **Marketing & Sales Specialist**

ALJACS Conversion & Mobility Department

- **ALJ Group Companies : Jeddah (April. 2007 – July 2008).**
- Achieves sales target in the assigned territory through best utilization of the sales resources.
- Proposes/conducts retention activities in the sales points/outlets that attract all types/segments of customers.
- Study the Customers needs through the Market Survey.
- Conduct local market research for special needs of Mobility & Conversion.
- Report all feed back from the customers & Market to department's head.
- Coordinate with Toyota Auto Body (TAB) about all Mobility models Line up.

▪ **Research Specialist**

ALJACS Research & Development Dep.

- **ALJ Group Companies:** Jeddah (Aug.2006 – Mar. 2007).
- Handling all issues related to Market research and Market analysis.
- Measuring the Market demand of Accessories through Market Surveys.
- Preparing for Mobility motor show and coordinating with the show organizers.
- Study the Customers' needs through the Market Survey.
- Conduct local market research for Passenger Cars related Accessories every Quarter.
- Prepare for the Accessories introduction plan with TMC CA

▪ **Sales Specialist**

ALJACS Conversion & Mobility Dep.

- **ALJ Group Companies:** Jeddah (Jul. 2004 – Jul. 2006).
 - Achieves sales target in the assigned territory through best utilization of the sales resources.
 - Records/updates customers' data base in a proper form that improves the sales activities and enriches the reach in the assigned territory.
 - Conduct Marketing issues with ALJID Marketing Product managers & present the new items.
 - Assist in Marketing Plan's by Coordinate with ALJID Marketing team
 - Coordinate with Toyota Auto Body (TAB) about all Mobility models Line up.

▪ **Sales Supervisor**

ALJACS Sales & Marketing Dep.

- **ALJ Group Companies:** Jeddah (Jul. 2002 – Jun. 2004).
 - Conduct all issues with ALJID Marketing Department, incl. Preparing price structuring, New items, Approvals & all other type of communication.
 - Maintain Accessories Agreement Proposal & arrange Approvals from each respected Department .
 - Assist the Stock Control.
 - Report all Activities & sales to direct supervisor as daily & monthly bases.

▪ **Accessories Salesman**

Accessories Division.

- **ALJ Group Companies:** Olaya – Riyadh (Aug. 2000 – Jun. 2002)
 - Assist Customers & Presenting them to best of what Company can Offer.
 - Handle Customer Objections & Overcome it.
 - Understand & follow company sales policies & procedures.
 - Overcome with the planned target and reporting the monthly achieved figures.

SELF RELATED SKILLS:

- Time management: managing one's own time and the time of others.
- Management of personnel resources: motivating, developing, and directing people as they work.
- Monitoring: Monitoring/ assessing performance of self, other individuals, or organizations to make improvements or take corrective action.
- Active learning: Understanding the implications of new information for both current and future problem-solving and decision-making.
- Stress tolerance: Accepting criticism and dealing calmly and effectively with high stress situations.
- Achievement/effort: Establishing and maintaining personally challenging achievement goals and exerting effort toward mastering tasks.
- Customer Handling with a very high level of Negotiation Skills.
- Computer skills: knowledge in worksheets, word processing, presentation and database management

TRAINING COURSES:

- Train The Trainer – Advance course
- Strategic Leadership
- Qualified Sales Trainer – Bronze Level
- Product Knowledge.
- Advance Negotiation Skills
- Planning Improved Business Performance
- 7 Habits of Highly Effective People
- Toyota Way – Sales & Marketing
- English Language Course (Wall Street).
- Effective Sales Strategies.
- MS Project & Project Management.
- Sales & Marketing Technicians.
- Financial Leadership Principles
- Effective SOP's in Performance Evaluation
- Risk management

PERSONAL

Address : Jeddah – Saudi Arabia
Birth Year : 1973
Place of Birth : Amman - Jordan
Nationality : Jordanian
Religion : Muslim
Status : Married

References:

Available upon request.