

MAJED ALWAN

Product Development Manager

Market Analysis | Strategic Planning (Automotive)

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Professional Summary

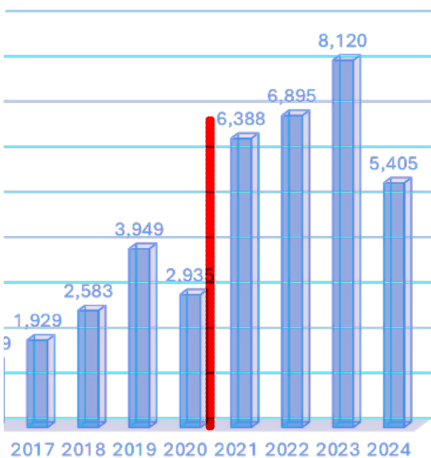
Dynamic and Strategic and Results-Driven Automotive Product Manager | 15+ Years of Excellence in Market Growth & Product Innovation A visionary automotive with a proven track record of driving market expansion, orchestrating high-impact product launches, and executing award-winning marketing strategies. Expert in product lifecycle management, pricing optimization, competitive analysis, and sales team enablement, consistently delivering revenue growth and market dominance, Bilingual in Arabic and English, recognized for exceptional leadership, analytical acumen, and persuasive communication that inspire teams and fuel business success.

Key Achievements

- Increased Mitsubishi L200's market share in Saudi Arabia from 4% to 12%.



- Breaking Sales Record for Mitsubishi L200 for 3 years (2021-2023) through fleet partnerships and seasonal .



- Received Mitsubishi Award for Best Pre-Sales Accessories Distributor in the Middle East
- Excruciate a Successful I launch of new Mitsubishi L200, earning prestigious recognition with the “Best New Car Launch” and “Best Marketing Campaign of 2024” awards from PR Arabia.
- Organizing a Test drive campaign across 10 major cities in Saudi Arabia, enabling over 2,000 customer test drives and collecting valuable market insights that contributed to enhancing the product’s positioning and dstrengthening brand perception.

Working Experience

Product Manager | Alesayi Motors Mitsubishi Motors (AUG 2020 – Present)

- Adapted Mitsubishi’s global product strategy to the Saudi market.
- Conducted competitive analysis and identified customer-driven product opportunities.
- Managing product lifecycle from launch to phase-out.
- Defined product specifications, grades, and trims aligned with local demand.
- Recommended pricing strategies considering VAT, customs, cost, and profitability.
- Developed sales forecasts and optimized grade mix and supply planning.
- Delivered technical product training and competitive selling points to sales teams.

Marketing Executive | Alesayi Motors Mitsubishi Motors (FEB 2017 – JUL 2020)

- Executed 360° marketing campaigns across digital, traditional, and social media.
- Conducted market research to identify trends, customer behavior, and competitors.
- Created content for brochures, websites, and social platforms.
- Managed events, sponsorships, and public relations activities to boost brand visibility.
- Ensured consistent brand messaging across all marketing touchpoint.

Logistics Supervisor | Alesayi Motors Mitsubishi Motors (MAR 2014 – JAN 2017)

- Managed vehicle and parts inventory across warehouses and dealerships.
- Streamlined logistics operations to reduce costs and improve delivery timelines.
- Monitored stock movement and implemented forecasting strategies.

Dealer Sales Supervisor | Alesayi Motors Mitsubishi Motors (JUN 2010 – FEB 2014)

- Expanded dealer network by onboarding new regional distributors.
- Managed vehicle allocation and monitored sales performance across branches.
- Developed and implemented sales promotions and discount structures.
- Ensured compliance with national pricing and distributor policies.

Sales Coordinator | Alesayi Motors Mitsubishi FOSU Truck & Bus (JUL 2007 – MAY 2010)

- Supports Sales Team in processing orders and managing vehicle deliveries..
- Handled documentation, quotations, and communication with clients.
- Ensured timely coordination between operations and sales departments.

Education Level

- **Bachelor's degree in Business Administration and Marketing**
University of Modern Science – Jeddah, Saudi Arabia 2008 – 2012

- **Diploma in Computer Science Technology**
Jeddah International Institute, Jeddah, KSA 2002 - 2004

- **Completed English Courses Levels 4, 5, and 6**
Wall Street Institute, Jeddah, KSA 2003 – 2004

- **Diploma in English, (Writing and Spoken)**
Pitman’s Institute, Pune, India 2006

- **Diploma in Marketing and Business Correspondence**
Pitman’s Institute, Pune, India 2006

- **Diploma in Computer Hardware and Networking**
Soft Tools Institute, Pune, India 2006 - 2007

- **Advanced courses in AI, exploring a variety of tools**
ChatGPT, DeepSeek, Jasper AI, DALL-E, Midjourney, and more. 2024

Languages

- Arabic: (Native) ☒
- English:(Fluent) ☒

Working Skills

- Product Strategy life cycle management
- Market Research & Competitive Analysis
- Sales Forecasting & Grade Mix Selections
- Pricing Strategy & Profitability Planning
- Microsoft Office Suite (Excel, Power point, Outlook)
- Google Workspace (Docs, Sheets, Google Analytics),
- Digital & Traditional Marketing
- Cross-Functional Team Collaboration
- Fleet & Dealer Network Management
- Inventory & Logistics Coordination
- Event Planning & Execution