



# Riyaz Ahmad S.M

Lubricants Professional

Mob: +971-502020598 +966-538262633(Wts app only)  
Email: [riyazmirza37@yahoo.com](mailto:riyazmirza37@yahoo.com) , riyaz.mirzanaik@gmail.com

## Profile

Experienced & determined professional in sales, technical, marketing & business development in Lubricants with Brand Building over 15 plus years experience in Middle East Africa (MEA) & India region worked for well-known International lubricants and automotive Brands with proven results seeking a challenging role to contribute and lead. In past re launched lubricants brands headed country sales marketing and technical department from production to marketing on distribution networks with team of over 50 employees in lubricants field and 36 employees in Service Field in KSA ,UAE & India. Achieved & surpassed Targets during the tenure with strong market knowledge.

## Personal Information

Languages : English, Arabic and Hindi.    DOB : 13-05-1984    Religion : Islam  
Nationality : India    LMV Driving License : KSA,UAE & India

## Educational Qualification

Degree/Certification: Bachelor of Engineering (Mechanical Allied branch- Automobile) 2005  
From: B.E.C, Bagalkot, Visveswaraiiah Technological University, Belgaum, INDIA  
Result: **First class with distinction**

## Major Strength

Establish organisational goals, Team leader, Excellent sales and interpersonal skills, Arabic speaking, Developing value added offers, Effective Trainer building competencies to sales team, Root cause analysis & Analyzing and interpreting test reports ,Expert in managing the team of different culture, Organizational & Presentation skills, Problem Solving capability and on spot decision making capability, Effectively leading confronting discussion, Achieving objectives, etc.

## Experiences

### 1) Galadari Automobiles Co. Ltd

**Sales Manager - Head of lubricants division**

  
March 2023 - Present

#### **Responsibilities:**

- Increase overall revenue and GP for organisation as per goal 2023.
- Hiring and aligning team with company's objective , assigned territory and set targets .
- Controlling ageing working closely with CDC dept.
- Introducing right product mix and floating schemes in market .
- Overall lubricants business PnL for UAE (both internal and external)

#### **Achievements:**

- Introduced product mix thereby increased revenue and negotiated better price support from principle thus increased GP overall .



**2) Mactech Engineers Pvt. Ltd. Chennai, India**  
**Head- Sales, Marketing and Business Development**

March 2021 - March 2023

**Responsibilities:**

- Reported to Managing Director.
- Took the company targets to Next level in terms of revenue, penetration, digital marketing and leading all channel partners .
- Set company targets primary and secondaries.
- Planned and executed incentive and increment structure.
- Focused on ATOD generation by achieving set targets by channel brand partners.
- Increasing RTM in OEMs.
- Revamping business model .

**Achievements:**

- Introduced new brand partners for FY 2022-23.



**2) UK and Canada based Lubricant brands- WFH(Remote) India**  
**Commercial & Technical consultant**  
Completed all overseas assignments

Sep 2019 - Feb 2021

**Responsibilities:**

- Ensured all prerequisite technical requirements for new brand launch for UK ,India and Canada origin Brands.
- Established and ran the profitable business for Indian brand.
- Developed and plans business strategy based on technical USP to uplift the brand presence and reach customers through strong RTM.
- Set business goals and assign targets to the employees and makes sure the employees are providing productive results for the company.
- Provided continuous training programs & technical support 24X7 for employees and customers as required .

**Major achievements:**

- Re launched brand and built strong presence in south India with help of technical expertise.
- Achieved Remarkable technical support with sales revenue for the organisation in short span of 2 years .
- Set up sales staff and managed effectively BDM activities

**2) Veedol Lubricants , UAE & KSA**  
**National Sales and Technical Manager**



June 2015 - Aug 2019

**Responsibilities:**

- Successfully build KCT and GASCOL distributor business for Veedol Lubricants sales.
- Accountability on P&L, principal CI and guideline, established the business from scratch to a 3M litres.
- lead the distributor as Consultant, coach- training, building capabilities of B2C and B2B sales team, reported to Executive director, created winning culture with true value propositions and SWOT analysis, shared knowledge and expertise to help them achieve set targets most importantly managed people in different levels within a distributor set up, worked on multiple projects , plan and implemented agreed annual business plan.
- Coached Industrial Sales, B2B & B2C Staff for Potential Clients as TSM.
- Visited clients and provided customized solutions based on their requirements with technical expertise.
- Closely worked with marketing team & updating with market knowledge and competitors watch to develop market campaigns, and assist build brand positioning, strategic planning and forecasting.

- Followed up with whole country Sales Staff the offers and sales actions.
- Apart from above, my regular role as Technical head for middle-east and Africa -JD mentioned below.

Major achievements:

- Built Brand positioning, high sales volume and new product introduction for quality sales and distribution share.
- Built outstanding relationship between principal and distributor team maintaining continuous business growth.
- Built and conducted successfully various training programs for internal staff and customers.

### 3) **Veedol International DMCC, Dubai, UAE**

**Key Accounts Sales & Technical Services Manager**



July 2014 - Aug 2019

Responsibilities:

- Worked with sales teams to win new business and maintain existing business through proving the performance of Veedol products in field conditions and delivering stated value to the customer.
- Developed strong relationships with Key Account maintenance & engineering managers. Maintained a high degree of credibility with the customer during the business development process.
- Managed technical support and delivered trainings to develop capability of Sales force and indirect staff within organization and for key B2B accounts.
- Recommended product applications and handled equivalent inquires.
- Conducted Technical seminars and supported product launch for B2B/B2C segments.
- Developed product formulations and prepared Technical Data Sheets and Material Safety Data Sheets for Veedol products. Conducted field trial runs for new and existing products showcasing the performance, handled UOA and OCM programs , closely worked with Accredited labs for testing samples.
- Delivered trainings to meet the needs of key accounts with up to date technical information and be able to support their business by providing lubricant product recommendations and rationalisations.
- Ensured formulation and brand quality protocol with batch reports and implemented QC checks.
- Provided support to marketing team in designing pack labels with content and other mandatory inputs.

Major achievements:

- Played major role in developing new and innovative products par industry and regional market requirement.
- Successfully supported field trial run with outstanding results in UAE, KSA & Australia.
- Vital Support in developing Veedol Transformer – Online training modules for Technical, Marketing & sales staff. Also *Worked on its successful implementation of transformer phase –I.*

### 4) **CASTROL (Alkhorayef Lubricants Company & BP -JV), Saudi Arabia** **Technical Services Manager**



April 2012 - June 2014

Responsibilities:

- Managed Technical support for kingdom wide customers & sales team efficiently.
- Conducted & achieved excellence in Technical Trainings to empower sales team & building team competencies for effective business growth.
- Promoted new Castrol products on Technological advancement.
- Executed special projects & field trials to improve current business over competition.
- Managed Marine sales for kingdom clients for couple of months.
- Excelled in Technical - specs advisory. (Equivalent inquiry, UOA ,OCM)
- Delivered Technical seminars to valued & prosperous clients on Lubricants technology advancement & Adhoc specific application-based trainings.
- Achieved customer satisfaction on attending Complaints promptly & Castrol lubricants equivalents queries.

Major achievements:

- Successfully run Field trial with outstanding results.
- Technical trainings competences articles published in *“BP Middle East & Asia pacific region news letter”*.
- Excelled & won *“Spot Recognition for outstanding contribution & initiatives towards supporting the KSA FWS business”*.

Key Projects

**A-Castrol and Shell product competition field trial project.**

## B- Energiser –Online training modules for Technical and sales staff.

5) **Al Majdouie Motors** , Saudi Arabia  
Deputy **Service Manager**  
**Service Engineer** (Certified Master Service Advisor)

 **HYUNDAI**  
2011 - Mar 2012  
Sep 2007 - 2011

### Responsibilities:

- Strategically managed the workshop/floor to ensure resources (people and facilities) keep pace with market growth and service quality as per Dealer /Distributorship norms keeps pace with customer expectations.
- Competently managed a fleet of 800 company cars as company cars in-charge (operations & maintenance).
- Promptly attended and resolved customer complaints, warranty related matters and quality control management.
- Achieved 100% customer satisfaction index.
- Lead a professional team of 36 automobile technician (a Planner , a Foreman ,4 Supervisor and 6 service advisors)

### Major achievements:

- Surpassed monthly service target & enhance customer satisfaction through prompt and reliable service.
- Competently managed the operation & maintenances of motor vehicles.
- Gained excellent knowledge of Auto parts & developed clients on board.

6) **INDIAN OXALATE LTD**, Mumbai,INDIA



**Maintenance Engineer**

May 2005 - Aug 2007

### Responsibilities:

- Managed competently Fleet & Two Plants maintenance schedule during shutdown periods.
- Maintenance in charge for company fleet of small and heavy duty vehicles & chemical plants keeping plant operations running .Carried out PMS on Plants Reactors, Centrifuge, Pumps, Motors, Dryers & valves.

### Major achievements:

- Acquired sound knowledge of fleet management, coordination with maintenance manager & stores
- Competently managed the chemical plant operation (maintenance hassle free) through prompt and reliable service.

#### **Award & Recognition**

- H-1 2013 Spot Recognition Castrol award for outstanding initiative & support for KSA FWS business.
- Published article in BP MENA bulletin on successful kingdom wide training programs first ever in Castrol BP.
- Best Employee Award, Almajdouie Group KSA.
- Defensive Driving Certificate, EDI Dubai.
- Hyundai Technical Service Course ( OTC Dubai ) , Hyundai motor company
- New Model Technical Training ( Chonan Training Centre Dubai ) Hyundai motor company
- Software courses from C-Gates , India