

# Anver Aydeed

Seasoned Automotive Professional | Strategic Business Leader



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Accomplished Automotive leader offering 30+ years of expertise in the automotive sector, with a proven ability to deliver measurable outcomes.

- Comprehensive expertise across all key automotive business functions, from strategic sales and marketing initiatives to efficient supply chain and financial management.
- Collaborated with global automotive stakeholders in sales, marketing, and operations, driving shared initiatives.
- A strategic leader with exceptional interpersonal skills, driving teams to consistently deliver outstanding results.
- Established a reputation for integrity and respect, forging strong relationships and leaving a positive, lasting impact on key decision-makers.

## Areas of Expertise

- New Automotive business launch
- Strategic Business Planning
- Product Development and Marketing
- Business Operations and Management
- Supply Chain & Inventory Management
- Client relationship development
- DMS deployment and Optimization

## Brands Associated



## Professional Experience

### Director, Operations – May 2025 to Present

Neweast General Trading Co. Jeddah

Authorized **ISUZU** distributor in KSA

*Reporting to the General Manager, overseeing end-to-end Supply Chain and Procurement functions while optimizing overall Business Operations.*

### General Manager – June 2020 to April 2025

Najeeb Alissa Automotive Co. Jeddah

Authorized **SUZUKI** distributor in KSA

*Reported to the Group Chairman, assuming complete P&L responsibility. Led strategic growth initiatives, established operational frameworks, optimized financial performance through budget management and expense control, and consistently improved overall business operations.*

- Achieved a remarkable 250% increase in sales within a three-year tenure, significantly outperforming industry benchmarks and exceeding ambitious growth targets.
- Increased net profit by over 30 times through effective sales strategies, cost management and revenue generation strategies
- Developed and implemented cost effective marketing campaigns that increased SUZUKI brand value and customer loyalty
- Maintained strong relationships with the suppliers

### **Director, Operations – November 2018 to May 2020**

Najeeb Alissa Automotive Co. Jeddah

Authorized **SUZUKI** distributor in KSA

*Reported to the Managing Director, heading Supply Chain, Marketing and assisting in overall Business Operations.*

- Successfully launched business in coordination with management and business partners
- Developed business and operation process, train for implementation and follow-up
- Led the ERP implementation team

### **Director, Marketing & Supply Chain – September 2013 to September 2018**

Alissa Automotive Co. Riyadh

Authorized **NISSAN** distributor in KSA

*Executive Committee member, reported to the CEO and Board, responsible for vehicle operations and leading a team of over 100.*

- Key management player in the massive **change management** process within the company that oversaw transition phase from GM to NISSAN.
- Managed Marketing Team of 6 direct reports including Brand Management, PR & Communications and Events & Sponsorships.
- Turned around **Logistics operation** in one year [November 2015 to December 2016], achieving one of the highest ranks among NISSAN dealers in the Middle East for Stock Yard Management.
- Led the disaster recovery team to effectively manage over 8,000 Hailstorm affected vehicles with minimal impact on business.
- Key player in developing annual business plan, implementation and influential role in the company budget preparation process with the CEO and Finance Director

### **Deputy Chief Operating Officer – April 2011 to August 2013**

Alissa Automotive Co. / Alissa Universal Motors, Riyadh

Authorized **GM** and **ISUZU** distributor in KSA

*Reported to the COO and heading a team of over 100 team members which includes Spare Parts, Logistics, Planning, Procurement and Facility departments*

- Delivered quarterly and annual performance review for management team and to the Board of directors
- Worked closely with Automotive manufacturers in developing business case for **new franchise acquisition**
- Monitored and controlled company policies and procedures in line with the manufacturer's guidelines while ensuring that they are implemented properly
- Represented the organization in the meetings with Suppliers and Manufacturers
- Worked closely with Engineers in designing **new Dealership Facilities** from scratch
- Developed business and operation process, train for implementation and follow-up
- Managed the **Spare Parts business** (Acting Director) during NISSAN franchise setup phase

### **Vehicle Planning, Procurement & Logistics Manager – June 2006 to March 2011**

Alissa Automotive Co. / Alissa Universal Motors

Authorized **GM** and **ISUZU** distributor in KSA

*Reported to the CEO, key member of Saudi Dealer Marketing Forum and heading a team of over 60 team members and interacting with the principals, manufacturers and suppliers for various aspects of product management*

- Developed and monitored an effective **inventory control system** for new vehicles while maintaining optimum unit levels and managing cash flow
- Maintained the best inventory of vehicles among dealers in KSA even during the market recession
- Co-chaired General Motors "**Order To Delivery Lead Time Improvement Team**" representing all Middle Eastern dealers & successfully reduced the lead time by one month
- Successfully developed and managed Local **Procurement Department** by creating effective policies and procedures for Alissa Group
- Worked closely with GM dealers and distribution team to reduce the complexity of vehicle orders and successfully rationalized the orders among dealers in the KSA
- Successfully implemented help desk system for **Facility Maintenance Management** to effectively manage the day-to-day requests

### **Vehicle Administration Manager – May 1999 to May 2006**

Alissa Automotive Co. Riyadh

Authorized **GM** and **ISUZU** distributor in KSA

- Developed process and maintained a State-of-the-art storage yard with over 8,000 vehicles as per manufacturer guidelines
- Championed an effective movement process of vehicles between yards and showrooms
- Assessed & prepared large fleet tenders for large enterprises (i.e. ARAMCO, SCECO etc.)
- Worked closely with ISO consultants in order to standardize the ordering and inventory control procedures to meet with the ISO standards

### **Ordering Supervisor – January 1997 to April 1999**

Alissa Automotive Co. Riyadh

Authorized **GM** and **ISUZU** distributor in KSA

- Supervised and trained 3 Ordering Officers by delegating assignments
- Received GM award for best Order Management Team in the Middle East
- Managed all manufacturer claims
- Monitored and controlled manufacturer incentive claims while working closely with their finance teams in order to meet the manufacturer set policies and procedures

### **Senior Ordering Officer – April 1992 to October 1996**

Alghanim Industries, Kuwait

Authorized **GM**, **OPEL** and **DAEWOO** distributor in Kuwait

*Alghanim Industries operates as a trading, distribution and manufacturing group primarily in Kuwait, GCC and India. It offers consumer electronics, food and consumables, automotive vehicles and products, industrial manufacturing, engineering, technology, travel, shipping & transportation services, advertising, insurance, & contracting products*

- Worked as the main operator for General Motors Dealer Communication System (DCS)
- Correspondence with Principals on matters relating to Orders, Specifications, Performance Invoice, shipments, claims etc.
- Preparing MIS reports for the top management on Sales and Stock
- Established complete Vehicle Specification Guide for sales Department

## Professional Training

- Medium Duty Truck Certification – GMICT (GM & Isuzu Commercial Truck) Detroit, USA
- Precision Truck selling, Light & Medium Duty Models - Truck Marketing Institute, Carpentaria, California, USA
- Next 20 Years of Auto Industry, SAIC-General Motors, Shanghai, China
- Quick Service, Best practices – General Motors do Brasil, Rio de Janeiro, Brazil
- Customer Enthusiasm – Think Customer Enthusiasm, General Motors
- “Strategic Business Planning & Implementation” by George Washington University
- Marketing 3.0, Value Driven Marketing - Philip Kotler
- Gaining Market Power & Corporate Momentum – MIT Sloan
- CRM Workshop, Follow-up and Train the trainer, General Motors
- Suppliers Relationship Management – TTM associates, UK
- Finance for Non-Finance Managers – TAGI, Riyadh
- Process Mapping – QMI, Canada
- First Things First, Franklin Time Management

## Academical Journey

- Bachelor of Commerce 1988-1991 [University of Calicut, Kerala, India]
- BITS – TACT Pvt. Ltd. [Calicut, Kerala – India]  
Diploma in Computer Business Management
- CSCP (Certified Supply Chain Professional) by APICS