

Mohamed Mehdi Ben Zaatour

Brand Manager, Porsche



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Current Address: Tunis, Tunisia

Nationality: Tunisian

Age: 40 | Gender: Male

Marital Status: Married

Highly accomplished professional with a strong background (+12 Years) in brand management, product development, and sales in the Automotive/Luxury industry. With a track record of delivering exceptional results, expertise in strategy implementation, Marketing Strategies, Business development, Team leadership, Customer relationship and satisfaction management.

Demonstrated ability to optimize operations, drive business growth, and deliver outstanding results. With a passion for excellence, strong leadership skills, and a customer-centric approach.

KEY SKILLS: Business Development | Team Leadership | Brand Management | Marketing | Communication | Strategic Planning | Product Development | Customer Relationship Management | Agile Methodologies | Market Research and Analysis

PROFESSIONAL EXPERIENCE

Porsche Tunisia – Tunis, Tunisia

Brand Manager – [Assessed by Porsche Middle East]

Sept 2022 – Present

- Manage Sales, Marketing and After Sales activities
- Define and implement the brand strategy following the road map set up by the Headquarters **Porsche Middle East**
- Define the budget and targets in collaboration with general management and the manufacturer Headquarters
- Negotiate contracts with the manufacturer.
- Develop and maintain customer accounts by closing new business with existing customers and actively seeking new opportunities.
- Monitor the implementation of marketing actions contributing to increased sales and brand awareness.
- Monitoring and analysis of CRM data and implementation of appropriate actions
- Contracting and management of agencies and service providers (communication, media, press relations, etc.)
- Definition of the on and offline media strategy
- Implementation and development of the communication campaigns
- Structuring of activation operations (promotions, loyalty programs, etc.)
- Negotiation of partnerships (image, content, visibility, notoriety)
- Manage and supervise the vehicle supply process until they are made available to the fleet, optimizing lead times and costs.
- Plan, manage sales, and supervise the sales team's performance to achieve all qualitative and quantitative targets.

Stellantis Tunisia – Tunis, Tunisia

Senior Product and Pricing Manager & Sales Training Manager

May 2021 – Sept 2022

- Define and deliver a product vision and strategy.
- Define roadmaps and scenarios (Marketing Annual Plan, Timeline, etc.).
- Drive the product development process from new product development to market needs and product launch.
- Develop and drive brand, product, and line strategies.
- Maximize sales revenue, market share, and profit margin of existing products.
- Prepare breakdowns including import taxes, charges, and margin.
- Develop pricing strategies for new and existing vehicles. In relation with Stellantis Headquarters in **Dubai and Morocco**
- Partner with the Sales and Marketing teams in executing business unit and product strategies.
- In charge of the network dealers' sales activities (6000 cars in 2021).

BMW – MINI Tunisia - Tunis, Tunisia

Associate Sales and Product Manager [BMW-MINI] – Certified Product Specialist

Feb 2016 – May 2021

- In charge of the "BMW Future Retail Program."
- Conduct customer needs analysis processes (Mystery Shopping, KPIs Reports, etc.).
- Lifecycle product management.
- Personalize vehicles according to customer and market needs.
- Conduct product training for the sales team.
- Develop and manage the BMW/MINI Tunisia Mobile Customizer (VDML+VPP).
- Participate in ongoing product training (Product Launch Certifications) – Assessment and Certification in **Dubai, UAE**
- Pricing and competitor analysis (Specs adjustment).
- Community management (Social Networks, Mobile Apps, Website).
- Assist the PR and Marketing Manager in events.
- In charge of the BMW Motorrad market (**reporting to the BMW Motorrad Area Manager**).
- Manage dealers' sales activities, supervise, and coach sales teams.

Pneurama Tunisia - Tunis, Tunisia**Sales Manager [Michelin / Pirelli / BKT / Motul / Liqui Moly / Mobil]****Oct 2011 – Feb 2016**

- In charge of OTR And TBR business with the End-Users and tires dealers.
- Follow up competitor's product and market survey.
- Tires and Lubricants recommendation to prescribers (Machinery Dealers, Building Manager, professional of transportation...)

EBH Tires Tunisia - Tunis, Tunisia**Sales Executive [Michelin / Pirelli / Lassa / Bridgestone / Schrader]****Apr 2008 – Oct 2011**

- Start Passenger and Heavy Tires sales activity
- Prospecting new customers in the closest regions (Radius of 250 KMS).
- Develop action plans with company executives for the launch of the sales and repair activity

PROFESSIONAL CERTIFICATIONS**Porsche Leadership and Management Programme – Porsche AG – DUBAI, UAE****2024****BMW Product Specialist – BMW Group – DUBAI, UAE****2018****EDUCATION****High School of Design Sciences and Technologies • Master Product / Industrial Design****2003-2007****Certificate of completion 1st Cycle (2 Years)****Certificate of completion 1st Year of the 2nd Cycle (1 Year) (*Unfinished master's degree*)****Industrial Information Institute "3i" • Certificate of High Technician in IT Networks****2013-2015****TECHNICAL SKILLS**

- Salesforce, SAP, VDML (Sulzer), Microsoft® Office, Power BI, Autoline, Incadea
- PVMS (Porsche), S-Gate (BMW), StellaPT & PsPT (Stellantis)

LANGUAGES

English (Fluent), Arabic (Fluent), French (Fluent)

German (Basic), Italian (Intermediate)

PROJECT & ACHIEVEMENT

- Importation of the first Peugeot brand electric vehicles in Tunisia. The project study was done jointly with Total Energy.
- Implementation of the first "Virtual Product Presentation: BMW MINI Mobile Customizer" in North Africa for BMW/MINI Brands, and training of regional sales teams on various support, in close collaboration with Sulzer and Ernest & Young
- Implementation and market study of **VOLVO** in Tunisia. **VOLVO** is the 3rd brand of the Ben Jemaa Motors Group.

MISCELLANEOUS

- Running: Completed 2x Semi-Marathon races.
- Music Enthusiast: Enjoy a wide range of musical genres.
- Automotive Aficionado: Passionate about all things related to the automotive world, including classic cars and motorcycles.
- Wanderlust: Love traveling to explore new cultures and places.
- Timepiece Collector: Appreciation for watches and horology.
- Community Involvement:
 - Coordinator Member at BMW Motorrad Club Tunisia.
 - Contributing Member of the Motorsport Development Commission in Tunisia.
 - Co-Founder of www.Motors.tn, the first Tunisian website dedicated to car enthusiasts.
 - Volunteered as a Translator for the charity activity "Lunettes pour Tous" during the "Optic 2000 Tunisia Rallye" in 2005.