

SUHAIL ABBAS

Sales & Marketing Supervisor

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SUMMARY

Sales and marketing professional with over 14 years of experience in GCC. Experienced in driving sales growth and crafting impactful marketing strategies. Creative thinker with a knack for developing innovative campaigns that engage target audiences. Proven track record in building strong client relationships and leading cross-functional teams to success.

EXPERIENCE

Sales & Marketing Supervisor

Doha - Qatar

Top Performance - Al Emadi Enterprises

Sept 2018 to April 2025

- Oversaw the wholesale department, handling B2B and B2C customer accounts
- Engaged with walk-in customers, retailers, distributors and corporate clients for business growth and elevated the profile of premier brands like Lucas Oil and performance spare part brands
- Managed documentation such as Contracts, Quotations, Proforma, Sales Order, LPO, DO, Packing Lists and MSDS
- Conducted market research to identify and target potential industries and customers for business development
- Responded to customer inquiries, resolved complaints, and provided product/service information
- Ensured smooth customer order management from inquiry to delivery
- Implemented competitive pricing strategies aligned with industry standards, prioritizing customer satisfaction
- Monitored the development of marketing and sales promotions to manage slow-moving and obsolete inventory
- Conducted outdoor consignment stock inventory
- Assisted the auditor's team in checking the annual stock inventory
- Ensured that company procedures were adhered to in terms of handling cash and credit customers
- Trained the sales team and workshop team, ensuring they possess the necessary knowledge and skills to meet department goals
- Utilized Microsoft Dynamics AX 2012 to maintain the customer database
- Negotiated favorable prices, sales terms and consignment agreements to maximize profitability
- Managed International logistics through DHL and Q-post
- Managed internal logistics with drivers and warehouse team including stock processing from GWC and company warehouses
- Procurement of auto spare parts and machinery for the company workshops, optimizing operational efficiency
- Assessed and selected supplier offers, negotiating prices, shipping terms, cost prices and contracts to secure advantageous terms and pricing
- Maintained the pricing and availability of all products and developed purchase orders
- Negotiating and preparing contracts to sponsor an event, a racing team, an individual racer or a car
- Managed company's official websites www.topperformance.qa and www.lucasoil.qa managing online sales, updating data and updating available stock
- Organized and Participated in sales campaigns, promotions, exhibitions and events to enhance brand visibility (Shail Katara Falcon Show, Custom Show, Auto Madness, Piece Car Show, Sealine 4X4)

Export Sales Coordinator

Sharjah - UAE

Sharjah National Lube Oil Company LLC

April 2012 to March 2018

- Handled deliveries and documentation of multinational Japanese oil brands (Toyota, Honda, Nissan, Yamaha, Lexus and Idemitsu)
- Handled locally manufactured brands of companies like SHARLU, Falcon, Century and Star Lube
- Handled Orders and Logistics for lubricant delivery for Al Futtaim workshops all over the UAE
- Base oil trading and logistics Total, Shell, Mobil
- Customer order handling from Inquiry to Delivery
- Handling internal ordering processing
- Working on Orical and Orion 10.6 (IT System)
- Logistics arrangements for Exports
- Managed documents like contracts, Quotation, Proforma Invoice, Sales Orders, LPO, DO, LC, BL, Packing List, pallet lists, etc
- Customer entertainment
- Cash collections for Export customers
- Negotiated prices, terms of sales and service agreements
- Contacted customers to discuss how their needs could be met through specific products and services
- Quoted prices, credit terms and other specifications
- Recorded accurate and efficient records in the customer database

Floor Supervisor

Coupola Tele Services - HSBC Bank

Dubai - UAE
Oct 2011 to March 2012

- Recorded accurate and efficient records in the customer database
- Monitored detailed records of daily activities through an online customer database
- Handled telesales team for In-Bound and Out-Bound calls
- Handled calls that agents could not manage, and was available when an agent appeared to need assistance
- Monitored the queue and tracked inbound calls
- Kept agents aware of inbound calls, calls waiting, and calls on hold
- Motivated and encouraged agents through communication and feedback
- Handled customer complaints, resolving issues promptly to maintain a high level of customer trust and loyalty

Customer Service Agent

Amaal Commercial Brokers LLC - Belhasa Group

Sharjah - UAE
Nov 2010 to Sep 2011

- Obtain client information by answering telephone calls, interviewing clients, and verifying information
- Check eligibility by comparing client information to requirements
- Established policies by entering client data and informing clients by explaining procedures and answering queries
- Maintained communication equipment by reporting problems
- Maintain and improve quality results by adhering to standards and guidelines, recommending improved procedures
- Update job knowledge by studying new product descriptions
- Accomplished sales and organization mission by completing related results as needed
- Customer services for FGB and Mashreq Bank credit cards

EDUCATION

O-level and AS-Level

Al Ain Juniors School

Al Ain - UAE

A-Level

Al Ain Juniors School

- Science

Al Ain - UAE

Diploma of Business Administration

Institute of Technical & Professional Education - ITPE

- Marketing

Islamabad - Pakistan

LANGUAGES

English (Advanced)

Arabic (Intermediate)

Urdu (Advanced)

PROFESSIONAL SKILLS

Export Documentation, Event Management, Problem-solving, Negotiation, Business Development, Exposure to Automotive Industry, Team Player, Logistics Coordination, Procurement Strategy

TECHNICAL SKILLS

- Microsoft Dynamics AX 2012
- Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Oracle
- Orion 10.6

ACCOMPLISHMENT

Lucas Oil

Established and led the Lucas oil sales and marketing department, transforming it into a thriving, revenue-generating division. Significantly increased brand visibility and drove sales growth by implementing targeted marketing strategies and fostering a strong sales team. This contributed to the company's overall revenue and strengthened our market position.

License

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UAE Drivers License