

SUHAIL ABBAS

Sales & Marketing Supervisor

Doha, Qatar

Phone: +974 33474478 | Email: ssuhailabbass@gmail.com

LinkedIn: www.linkedin.com/in/suhail-abbas-2708b0278

Professional Summary

Dynamic sales and marketing professional with 14+ years of experience in the GCC market. Proven expertise in B2B/B2C sales, team leadership, marketing campaigns, and business development. Strong background in automotive and lubricant sectors with hands-on experience in logistics, procurement, CRM tools, and event management. Adept at building long-term client relationships and increasing brand visibility.

Core Competencies:

- B2B & B2C Sales
- Client Relationship Management
- Procurement & Inventory Control
- Event & Exhibition Planning
- Marketing Campaigns & Promotions
- Export & Logistics Coordination
- CRM & ERP Systems (Dynamics AX, Oracle, Orion)
- Negotiation & Contract Management

Professional Experience

Sales and Marketing Supervisor

Top Performance – Al Emadi Enterprises, Doha, Qatar

Sept 2018 – April 2025

- Managed wholesale & retail sales across automotive products, including Lucas Oil.
- Handled complete sales cycle: inquiry, quotation, order processing, delivery, invoicing for B2B.
- Monitor the terms and conditions for warranty claims on electric products such as automotive fans and batteries.
- Developed marketing strategies and organized events/exhibitions (e.g., Shail Katara Show, Custom Show, AutoMadness, etc.)
- Supervised customer accounts, pricing, inventory promotions, and consignment contracts.
- Coordinated with logistics teams (DHL, Q-Post, and GWC) and maintained supplier relations.
- Maintained customer data and transactions in Microsoft Dynamics AX.
- Led procurement for spare parts and workshop machinery, optimizing cost and availability.
- Trained sales and workshop staff to improve product knowledge and customer handling.
- Managed official websites and online sales channels.

Export Sales Coordinator

Sharjah National Lube Oil Co. LLC, Sharjah, UAE

April 2012 – March 2018

- Handled orders and exports for Japanese brands (Toyota, Honda, Nissan, Yamaha, Lexus, and Idemitsu) as well as local brands (SHARLU, Falcon, Century, and Star Lube).
- Coordinated logistics for deliveries to Al-Futtaim workshops throughout the UAE.

- Managed base oil trading and logistics for Total, Shell, and Mobil.
- Oversaw export documentation (LCs, B/L, DOs, PIs, Packing Lists) and customer service.
- Managed the internal ordering process for mass production.
- Utilized Oracle and Orion systems for processing and tracking orders.
- Collected cash from export customers.
- Handled pricing, customer communication, and cash collections.

Floor Supervisor – HSBC Project

Coupola Tele Services (HSBC BANK), Dubai, UAE

Oct 2011 – Mar 2012

- Supervised inbound/outbound telesales team, monitored calls, and resolved escalations.
- Ensured team performance and maintained customer service standards.
- Recorded accurate and efficient records in the customer database
- Kept agents aware of inbound calls, calls waiting, and calls on hold

Customer Service Agent

Amaal Commercial Brokers – Belhasa Group, Sharjah, UAE

Nov 2010 – Sep 2011

- Provided support for FGB and Mashreq Bank credit card customers.
- Handled service inquiries
- Obtain client information by answering telephone calls, interviewing clients, and verifying data
- Check eligibility by comparing client information to requirements
- Established policies by entering client data and informing clients by explaining procedures and answering queries

Achievements

Lucas Oil Brand Development

Built the Lucas Oil sales division from scratch, achieving notable growth and market reach. Targeting the right audience, positioning the brand effectively, and developing a strategic marketing approach.

Academic Qualification

- Diploma in Business Administration (Marketing)
Institute of Technical & Professional Education – Islamabad, Pakistan
- A-Level & O-Level (Science)
Al Ain Juniors School – Al Ain, UAE

Computer Proficiency

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

Language Proficiency

English (Fluent)
Arabic (Intermediate)
Urdu (Fluent)

Visa Status & Driving Licenses

- Valid Work Visa Transferable with NOC
- Qatar Driving License