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**David Graves**

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**GLOBAL AUTOMOTIVE EXECUTIVE**

**Business Growth** | **Transformational Leadership** | **Strategic Vision** | **Commercial Acumen**

A seasoned automotive executive with 36+ years of international motor industry experience, able to transform underperforming businesses and teams and deliver commercial success with decisive and inspirational leadership, professional expertise and commercial acumen. Intellectually capable and commercially astute, able to deal effectively in the most complex environments leveraging superior knowledge and experience and exemplary operational management performance to deliver strategic corporate objectives.

**PROFESSIONAL EXPERIENCE**

***NISSAN GULF FZCO*** *– Supply aftersales, sales and marketing support to Nissan and Infiniti dealers throughout Saudi Arabia, Kuwait and Bahrain.*

**Director Aftersales,** Dubai, UAE 2009–Present

**Strategically headhunted due to impressive professional reputation and record of success led to this appointment,** and the need to turn around unprofitability and non-compliant importers/dealerships. Oversaw service, parts, body shop and CRM, throughout *Saudi Arabia*, *Kuwait and Bahrain.*

• Undertook detailed analysis, prepared and implemented a strategic five-year business plan, and travelled to present in Japan to Senior Vice Presedent Global Aftersales Division.

• Took ownership of recognized business issues – completed a performance review of all staff, and developed a high performance project team, mentored them, and ensured strategic initiatives were implemented effectively and in full, resulting in a average year on year growth of plus 10%.

• Over the course of 3 years I was a key element in revoking a dealership from original dealer. Through the restructure of the network, my efforts resulted in outstanding sales performance growth of plus 10% year on year, highly efficient aftersales service, and elevated customer satisfaction from 54% to 78%.

***AL HAMRANI -*** *Sole Distributor of Nissan and Infiniti new and used vehicles and aftersales operations throughout the Kingdom of Saudi Arabia.*

**General Manager National Service Division,** Saudi Arabia 2008–2009

**Strategically headhunted to return the Service and Bodyshop Departments to profitability and deliver a sharp uplift in customer satisfaction levels.** Accountable for CRM, budget preparation, the implementation of marketing campaigns and leadership of a staff of 450.

• Increased gross sales by 20% through professional reorganisation and streamlining of workshop loading and customer flow. Customer satisfaction increased from 54% to 68% after initiation of a CRM team of 6 to engage in client follow-up.

• Initiated an outstanding efficiency improvement of 30% with reduced vehicle service and repair times.

• Dramatically improved morale and performance with inspiring leadership, matching staff skill-sets to job responsibilities, and implementing an incentive scheme that motivated staff and recognised achievements.

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***OMASCO HONDA –*** *Sole distributor of Honda new and used vehicles and aftersales operations in Oman.*

**National Aftersales Manager,** Sultanate of Oman 2007–2008

**Pre-eminent multisite operational experience and network expansion skills underpinned this critical appointment to lead a staff of 40** with responsibility for all areas of service, parts, bodyshop and CRM, and to turn around profitability and improve customer satisfaction.

• Fastidiously evaluated and analysed the organization, prior to developing and implementing strategic plans that improved sales by 25% on the back of streamlined workshop loading and customer flow.

• Managed performance standards by replacing underperforming managers and offering technical training. Improved morale via an incentive scheme and completion of a skills audit, matching roles to employee skills.

• Provided strong leadership ensuring professional standards were consolidated. Increased customer satisfaction levels from 45% to 62% with the implementation of a CRM team tasked with one-on-one customer follow-up.

***NATIONWIDE AUTOCENTRES -*** *A vehicle servicing and repair company, specialising in car servicing,Mechanical Repairs and Ministry of Transport testing, also air conditioning services/repairs. As of 2013 there were 286 autocentres in the UK.*

**Regional General Manager,** United Kingdom 2004–2007

**An impressive professional reputation and record of success led to this appointment to turn around an underperforming region with declining sales and diminishing customer retention.** Oversaw 25 locations, a staff of 130, and general mechanical and diagnostic servicing of all vehicle makes.

• Implemented a successful strategic plan that relocated key personnel to weak branches, replaced poor performers, incentivised staff to upsell services, and extended working hours to a seven day week.

• Commercial vision and strong leadership delivered a 20% revenue increase with a 10% reduction in costs founded on all 25 branches achieving weekly objectives, after only eight were able to initially do so

***JCT 600 MERCEDES BENZ MAC 10 -*** *Distributor of Mercedes Benz new and used vehicles and aftersales operations.*

**Aftersales Director,** United Kingdom, Sheffield, Doncaster, Chesterfield1999–2004

**Attracted from BMW to Mercedes to take full control of the underperforming aftersales division and 180 staff** at 3 main branches.

• Assumed project leadership for the design and building of a new aftersales facility, liaising with architects and builders and coordinating relocation with minimal customer and business disruption.

• Sparked a complete transformation –commercial operations were refocused, customer relationships stabilised, unique sales strategies devised and management teams given specific growth focused goals.

• Creatively developed a CRM project team which increased client satisfaction levels from 54% to 76%.

• Impressive performance was recognised with designation as company representative and licensed head for dealings with the local Vehicle Operation Services Agency.

**Prior Positions:** Earlier professional appointments consolidated. Aftersales Manager, Astle Ltd. (BMW), 1997-1999. Regional Operations Manager, Charlie Browns Autocentres, 1992-1997.Motor Vehicle Technician, Lucas Autocentre’s Ltd, 1987-1992. Motor Vehicle Apprentice, Kirkby Central, 1982-1987

**EDUCATION**

• **Rother Valley College of Further Education** – 4 year City and Guilds Automotive Apprenticeship (Motor Vehicle Technology Passenger Car, Light and Heavy Motor Vehicles) 1985.

**. MBA –** Operations Management & Marketing Management 2017.