

MAHMOOD HABIBNIA

Business Development, Sales, Marketing, Customer Experience, Digitalization

PROFILE

Growth Achievement, Team Orientation, Collaboration, Leadership, Agile & SMART Approach, Resilience, Team Development, Impact, Change Management, Digitalization of Processes, Added Value to People, Customer Centricity, Focus on Professional & Behavioral Competencies.

EDUCATION

Master of Chemical Engineering, University of Cincinnati, USA, OH, 2014.

Bachelor of Science - Chemical Engineering, Sharif University of Technology, IRAN, 1994.

QUALIFICATIONS/SOFT SKILLS

- ANA Marketing Professional
- Sales Management
- Business Analytics
- Advanced Google Analytics
- Salesforce Certified Administrator
- Developing a Growth Mindset
- Leadership and Management
- Leader as a Coach
- Value Creation
- Emotion Management
- Team Management
- Business Literacy
- Road Staff Management
- Presentation Skills
- Professional Sales Negotiations
- Python Basics

WORK EXPERIENCE

Marketing & Sales Engagement Manager for Middle East & North Africa - MICHELIN (2019 – Present)

- Deploy Michelin Data Driven, Digital CRM and Customer Centricity/Experience programs (salesforce.com, Seismic, Digital tools/apps, Power BI).
- Identify/lead SMART opportunities for cross selling, up selling and new products sales to achieve targeted business growth of cluster on each business line.
- Improve, support and assessment of professional competencies of marketing & sales team and plan/manage to provide training needs and resources (F2F, virtual, e-learning).
- Field coaching and accompaniment of sales team based on Michelin account management.
- Engage all stakeholders in conducting: Sales Force Automation, Lead to Deal, Request Management, Key Account Planning, Market Info, Territory ID Card and Monthly Work Instruction.
- Strategic workforce planning, weighing territory/workload and customer facing time per account manager, forecast existing workforce to optimize organization, bonus structure/matrix.

Sales Manager, Oman - MICHELIN (2014 – 2019)

- Direct and lead sales team to achieve sales objectives. Forecast/demand & revenue projections.
- Evaluate profitability & determine profit targets/management plans, control and monitor costs and revenues to achieve profitability goals.
- Construction, implementation and control of Annual Commercial Plan.

- Adapt/improve the implementation of the sales process to each customer.
- Design and implement revenue tracking and sales reporting systems.
- Develop and support sales team's career plan/path and learning opportunities.
- Negotiate with customers at senior level on technical & commercial issues to deliver appropriate service level and meet their needs.
- Contribute on product development projects with commercial and R&D with considering priorities of technical requirements, resources, capabilities, costs and budgeting.

Business Development Manager, IRAN - MICHELIN (2010 – 2013)

- Establish long-term marketing strategy aligned with the overall marketing goals and objectives.
- Identify growth opportunities on dealers, end users and OEMs.
- Lead commercial launch and technical support for new products/services.
- Direct cross functional network of Marketing, Technical, Sales and Distribution.
- Provide technical service and tire engineering solutions to customers.
- Lead technical team to acquire field information on products performance.
- Monitor technical market trends and competitors' activities and update proactive plans.
- Formulize technical/sales development plans/trainings for distributor's sales team.
- OE and replacement market product and technical mapping.

Country Manager, IRAN, Goodyear (2006 – 2009)

- Direct sales activities to achieve targets and provide action plans with distributor.
- Formulize technical/sales development plans for distributor's sales team.
- Manage to achieve defined objectives: SOM, Profitability, Brand Awareness, Price Positioning.
- Follow up field tests and investigations, monitor tire performance, compare with competitors.
- Provide technical training & assessment to the field sales team and customers.
- Build and develop engineering service solutions based on customers' needs.
- Prepare tire defect analysis on the field based on application, cause, action and solution.
- Prepare perspective of customers' businesses and technical requirements.

Head of Technology Department, IRAN, Kavir Tire (1996 – 2006)

- Develop technical parameters to resolve daily based problems (compounding/construction).
- Defect Analysis Projects in Mixer, Calender, Extruder, Tire building machines, Curing Press.
- Develop compound formulations according to product requirements and applications.
- Translate product requirements to design parameters and conduct research programs.
- Tire construction engineering calculations to modify the performance attributes.
- Lead new tire platform projects, technical planning, patterns, construction, compounding.
- Manage indoor tests, national/international norms & regulations.
- Tire analysis performance based on road tests feedback vs competitors.
- Troubleshooting in production line; efficiency, safety, and quality.
- Lab Analysis and approval of raw materials specifications (rubber, textiles, steel cord).