

WAHID RAZA

Enterprising Leader with chronicled success & an unmatched track record of spearheading **Strategic Sales, Service, Spares, Alliances, Dealer Development, vehicle finance, P&L Management & Growth Hacking**; targeting to express potential in challenging assignments with an esteemed organization

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PROFILE SUMMARY

- ❖ **Dynamic & Dedicated Business Leader** with proven expertise of over 20 yrs. in blending creative intellect / insight and sharp planning skills for managing organizations and rendering support in overcoming complex business challenges; proven capability to **'right-size' operations, improve P & L scenario, and administer crucial change initiatives in Automobile Industry**
- ❖ **Fusing entrepreneurial drive & vision** to identify organizational strength/ weaknesses to redirect missions and create process improvement opportunities; successfully established industry first Pre-owned CV Business "Eicher Sure Pre-owned Vehicles" from concept to planning of **business model, business procedure, dealer development sales, warranty, service standards, Key account management** and execution in field
- ❖ Visionary professional with skills that reflects **year-on-year success in achieving scalable business growth objectives** and optimizing the entire value chain of business from scratch by identifying organizational strength/ weaknesses to redirect missions, develop AOP & ensure the **achievement of targeted top-line & bottom-line profitability**; skilled in turning-around & establishing businesses, directing it towards growth
- ❖ Increased company profits through planning and stream lining company process' and customer satisfaction; possess an innate flair of accepting challenges with skills in formulating **budgets, SOPs & policies, designing systems & processes. Customer connect & Satisfaction**
- ❖ **Innovative & Analytical People Manager** in building high performing multi-cultural teams recruiting, leading, training, monitoring performance, engagement of the team for maintaining excellence in operations; expertise in people management, client management and appraisal management



CORE COMPETENCIES

- Strategic Business Planning
- Vision & Thought Leadership
- Stakeholder Management
- Client Relationship Management
- Business Growth
- Revenue Generation
- Sales Improvement Initiatives
- Customer Experience
- P&L and Financial Management
- Strategic Alliances & Partnership
- Team Building & Leadership
- Performance Management



SOFT SKILLS

Business Acumen

Visionary & Innovator

Strategist & Implementer

Change Agent

Motivational Leader

People Manager



EDUCATION

- ❖ **MBA (Marketing)** from All India Management Association (AIMA) Delhi in 2001
- ❖ **B.Tech. (Mechanical)** from Z.H. College of Engg. & Tech. Aligarh in 1996
- ❖ Google Certificate on Fundamentals of **Digital Marketing - Jun 2020**
- ❖ **Certified Online Marketing Expert (COME)** from Gen C Learning, Pune in 2013
- ❖ **Diploma Engineering (Mechanical)** from University Polytechnic, Aligarh in 1991
- ❖ **Diploma in AutoCAD** from ICL, Aligarh in 1995



TRAININGS

- ❖ Workshop on **Pre-owned Vehicles Business in Dubai** conducted by trainers from U.S. - International Used Car Market, Case Studies, Implementation of Best Practice and Building Certified Used Car Business
- ❖ **"Stepping into Leadership Programme"** at Indian School of Business (ISB), Hyderabad
- ❖ **Executive Education Programme** at IIM, Bangalore



CAREER TIMELINE (Recent 8)



July 2024 till date – TrucksUp solutions Pvt Ltd (Parent company Ritco Logistics Limited) as Vice President – Value Added Services (VAS)

In my role as Vice President of Business Development for Value Added Services (VAS) at TrucksUp, I lead a comprehensive range of services designed to enhance the commercial vehicle sector.

- ❖ **TRUCKSHUB(New/Used Trucks Buy & Sell)** : Establishing a reliable AI driven aggregator marketplace for Sale of New and Used vehicles.
- ❖ **Insurance & Finance**: Introducing and Launching Motor Insurance and Finance Verticals .Simplifying access to essential financial and insurance services for truck owners.
- ❖ **Telematics (GPS)**: Launching Tematics Solutions. Advancing fleet management through cutting-edge tracking solutions.
- ❖ **FasTag & Smart Fuel Cards**: Launching FasTag and Smart Fuel Cards in TrucksUp. Enabling cost-efficient and convenient payment solutions for fleet owners.
- ❖ **Vehicle Tracking & Vehicle Verification ,Driving License Verification Services**: Ensuring security and authenticity through strategic partnerships.

I have built these services from scratch on an aggregator platform, focusing on strategic alliances and partnerships to strengthen each service. Beyond service development, I am responsible for shaping the organizational structure, creating a vision, and executing comprehensive business strategies and plans.

My leadership extends to forming and nurturing teams, ensuring a robust structure that supports TrucksUp's growth and innovation. I am driven by a passion for developing impactful partnerships, delivering value, and steering technology-driven initiatives that position TrucksUp as a leader in value-added logistics services.

September 2023 to July 2024 – Erisha E Mobility as Associate Vice President – Network, Sales and Marketing

Erisha E Mobility Private Limited an entity within the Rana Group that manufacture, distributes, and exports electric vehicles, E- Two wheelers, E- three-wheelers Passenger, E- three-wheeler cargo, Municipal E- dump truck, E- AC/DC Chargers, E- passenger Buses, auto rickshaws, and Hydrogen fuel cell buses.

Highlights:

- ❖ Develop and execute a comprehensive network expansion strategy to ensure the seamless availability of distributors, Stockist, dealers in strategic locations.
- ❖ Lead the sales team in developing and implementing effective sales strategies to drive revenue growth and achieve sales targets.
- ❖ Foster relationships with potential key accounts and partners, understanding their needs and tailoring solutions to meet their requirements
- ❖ Develop and execute marketing campaigns to promote Erisha E-mobility's products and services, ensuring alignment with the overall brand strategy.
- ❖ Drive digital marketing initiatives, including social media, online advertising, and content marketing, to enhance brand visibility and customer engagement.
- ❖ Analyze market trends and customer behavior to refine marketing strategies, improve customer targeting, and maximize ROI.
- ❖ People Management - Recruit, train, and mentor high-performing sales and marketing professionals.

October '22 to June 2023- Beekay Group as Chief Operating Officer

Beekay Group offers a wide range of Genuine parts, accessories and lubricants Pan India, is an established name in Automotive parts & Lubes Distribution, Retail, 3PL and authorized Commercial Vehicle Workshop

Distribution House deals in OEMs Volvo Eicher, Maruti Suzuki, Mahindra & Mahindra, Royal Enfield, Tata Motors (PCBU), Shell, Goodyear & BKT Tyre.

**Highlights:**

- ❖ Heading 5 business vertical - **Eicher commercial vehicles Workshop, Retail and distribution of Genuine spare parts & Lubes of TATA, Mahindra Passenger vehicles, Eicher Commercial Vehicles and BKT OTR Tires Business**; driving Primary & Secondary Sales business, network growth, success of retailers and mechanic Loyalty programs, **credit control**, inventory management and **channel funding**
- ❖ Leading genuine **spare-parts distribution** including revenue & share forecasting, setting up governance mechanisms for tracking performance and interaction with respective stakeholders including **OEMs** to ensure that business operations are executed optimally and profitably
- ❖ Conceptualizing strategies for **maximizing revenue generation and delivery of customer experience, realizing organizational goals**; implementing plans/objectives in sync with organization's vision/ mission; ensuring delivery of **key performance indicators, financial control, budget, cost control, reach and responsiveness with higher uptime and 100% customer satisfaction in the commercial service workshop**
- ❖ **Conceptualizing annual business plan & strategies**, managing operations from the scratch; defining standard operating procedures, digitization, Social media marketing/BTL demand generation activity for parts& lubes sale, **service marketing for work shop** and creating appropriate structure & systems for delegated functioning
- ❖ Leading, training & mentoring team members to ensure efficiency in process operations and meeting of target; playing a key role in staffing, recruiting, managing talent retention and shrinkage & attrition rate reduction

Highlights:

- ❖ Introduced new governance structure to improve operational efficacy of Beekay

- ❖ Leadership in designing New HR Policies of Beekay
- ❖ Acquired New Business Association with BKT tires; established up whole ecosystem to introduce BKT tires distribution in 19 Districts
- ❖ Mentored Beekay Motors team to stood runner up in EMTECH/Saksham in North Zone and hence represented at National Round (Third runner up in SAKSHAM)
- ❖ Strengthen **OEM relationship** to remove inefficiencies thereby increase revenue of Beekay
- ❖ **Workshop Operations Growth over LY:** - Revenue 31%, Bay Productivity 11%, Labor Earning 27% Parts 29%, Lubes 40%. customer satisfaction (PRS score) 94%
- ❖ **Parts and Lubes Distribution Business Growth over LY:** - Revenue growth 30%. Overall OEM Incentive earning – 90% of Potential

Feb'21- Oct'22 with Shriram Auto Mall India Limited as All India Business Head (AVP)

Highlights:

- ❖ Generated revenue from Used Vehicles Business and Allied Business such as Insurance, Parking, Documentation, Trade Advance, Logistics and white level solution
- ❖ Created sourcing and sales channels of through **Physical Auction, Online Auction, Private Treaties** and Omni channel
- ❖ Networked with Transporters, Aggregators, OEMs and OEM dealers for selling the inventories
- ❖ Created alliance with:
 - **Daimler India Commercial Vehicles** (Bharat Benz) and signing MOU for Pan India business association of Shriram and DICV
 - Alliance with **Ashok Leyland** Limited and Shriram and signing MOU to introduce pre- owned vehicles business PAN India
 - MOU with **SMLISUZU** for PAN India Exchange Program
- ❖ Established new **phygital** business model in Shriram Automall India Limited
- ❖ Signed SLA with 155 fleet owners, transporters & logistics companies for sales of their fleet
- ❖ Achieved revenue growth of 109% and growth of 25% earning rate
- ❖ Setting up call center and satellite office in Transport Nagar to reach closer to the customers

Dec'12-Dec'20 with Volvo Eicher, Gurugram as National Head Resale & Remarketing

Highlights:

- ❖ Augmented **Resale Value & Velocity** and developed **Business Model, Business Plan & Roadmap** for 3 years
- ❖ Commanded **sales of new trucks through trade-in program**; established relationships with key accounts of Eicher and proposing **Exchange Schemes (B2B & B2C Sales). Key Account Management. Market Share improvement of Eicher Trucks & Buses.**
- ❖ Created channels of Used Truck Sales through **Physical Auctions, Online Auctions, Direct Customers Sales, Brokers Channels, & Online listings**
- ❖ Presented **Eicher Sure success story** in **Volvo Group Leadership Summit** in **Gothenburg (Sweden) in Jun 2016 – First time from India**
- ❖ Ranked as **Exceptional Performer “Significantly Exceeding Expectations”** 3 consecutive performance cycles
- ❖ **Concluded biggest exchange deal** in CV space by selling 609 trucks to a single customer through replacement
- ❖ **Liquidated 40 used Tata Trucks** of LINFOX. Customer from Singapore; **Deal Size 70 MINR with single used truck customer**
- ❖ Steered introduction of **Genuine Resale Processes Manual** for pre-owned vehicle business
- ❖ Successfully established network of **60 Dealers** across Pan India. Increasing presence and penetration of network
- ❖ **Introducing Used Truck MIS, Exchange Processes, Used Truck Warranty, Resale Value Guarantee (RVG) Scheme**
- ❖ **Introduced Industry First Website** in Pre-Owned CV business, thereby contributing **21% of used trucks sales**
- ❖ Piloted **Digitization of Used Vehicle Business**; created Network of **6000+ Used Truck Customers**, improved **Resale Value by 15%**
- ❖ Created alliances for **Refinance in Pre-owned Vehicles**: Equitas, Chola, IndusInd, HDFC, HDB, Shriram and **Sales of Pre-owned Trucks**: OLX, Just Dial, Quicker, Truck Dekho, Shriram Auto Mall, First Choice (EDIG), Auction Tigers, Truck and Buses.com
- ❖ Sold **10000+ Used Commercial Vehicles** and **1000+ Repossessed Assets of Financiers**; recorded **exchange sale of 9300+ Heavy-duty Trucks. Contributed 18% in New CV Sales**
- ❖ Achieved breakthrough in big accounts through exchange sale of Heavy-Duty Trucks – **DRS, Agrawal Packers, Janata Road Lines, Geetanjali Constructions, Bathina, Aghin, Navta, RCI, Ashtech, Sugna Foods, Mukund Road lines, Arunachala Logistics, DGFC, SDH, Gati, Sugna Foods, Bharukha Logistics, OTPC, Okara**
- ❖ Pioneered **Eicher Sure initiative** which was selected as Best Practice among Volvo Group companies
- ❖ Introduced All India First Pre-owned CV Skill Contest **“Eicher Sure Champ”** and fortnightly Newsletter **“SYNERGY”** on Used Vehicle Business update

Jan'09 – Dec'12 with General Motors, Gurugram as National Manager

Highlights:

- ❖ **Established Pan India network of 85 Dealers in 55 cities with y-o-y growth of 45%**
- ❖ Successfully developed & introduced **Business Model for Pre-owned Cars in Chevrolet, starting from scratch**
- ❖ Introduced **‘Chevy OK’ & ‘Chevrolet Certified’** Pre-owned vehicle brands from concept
- ❖ Achieved target through network penetration 100% and sales through exchange 150%
- ❖ Shared **Indian Pre-owned Car Business** as a **Best Practice in Asia Pacific Region at Dubai**
- ❖ Introduced **website of Pre owned Car Business of Chevrolet**
- ❖ Organized industry first **‘All India Workshop on Used Cars Business’** conducted by **Darren Atkin (SME from UK)**
- ❖ Developed **Exchange Business Budgets, Policies & Company Guidelines** for Dealers
- ❖ Improved residual value through Certified Pre-owned Car Program and keep abreast with competition
- ❖ Successfully introduced **Company Decommissioned Car Auction Policy** and executed **first successful Auction in 2011**
- ❖ Received **Special Recognition Award** for year 2009 from Vice President VSSM
- ❖ Nominated for **“Best New Comer of the Year” Award** for 2009 during Annual Convention of VSSM

- ❖ Conferred with “President’s Honor” for 2010 in “CARS” (Customer Focus, Accountability, Risk Taking and Speed)

Jan’03 – Jan’09 with Maruti Suzuki India Limited

Growth Path

Jan’03 – Apr’06: Senior Engineer, Sales Support – Punjab, U.P, M.P.

May’06 – Jan’09: Deputy Manager – Sales Support – UP, Jharkhand, Bihar, Chhattisgarh

Highlights:

- ❖ Presented case & convinced benefits of **Organized Used Car Business** in form of additional revenue to the State Govt. and advantages of legalizing used car transactions to the **Govt. of Jharkhand & Bihar; obtained VAT reduction to 2% from 4% on used cars sales in Jharkhand and Slab wise as per Engine Capacity in Bihar**
- ❖ Successfully launched **11 True Value dealer Outlets**
- ❖ **Successfully reduced Warranty Claim Ratio to Rs. 53/Vehicle** (lowest in the country in 2007-08)
- ❖ Achieved **102% growth** in Exchange Numbers (Highest growth in exchange penetration in the country 2007-08)
- ❖ Piloted **implementation of ISO 9001:2000** in True Value dealerships. **Obtained ISO Certification of 6 True Value Outlets; enhanced Customer Satisfaction to 93% by Post-sale Follow-up**
- ❖ Led successful **model specific exchange campaign** for **Swift (Diesel & Petrol), Zen Estilo, Maruti 800 Alto and SX4**
- ❖ Administered channels sales through 19 Dealers and 15 MASSes (Maruti Authorized Service Station)
- ❖ Piloted activities related to refurbishment/certification/after-sales/warranty, exchange and sales of pre-owned cars & revenue growth at dealers’ workshop by refurbishment of pre-owned cars
- ❖ Organized Regional/Zonal Evaluator Skill Contest and Regional Sourcing Training Programs
- ❖ Secured **CBH Trophy** for Best Performing Region for 2007-08
- ❖ Conferred with “**Managing Director’s Best Performing Region**” Award for 2006-07 from Mr. J. Khattar
- ❖ Received **All India Best Suggestion Award** for Mission 10K for year 2006-07



PREVIOUS EXPERIENCE IN A GLIMPSE

Jun’00 – Dec’02 with LML Ltd., Kanpur as Deputy Manager (Quality Assurance) – Two-Wheeler Manufacturing

Nov’97 – May’00 with Yamaha Motor India, Surajpur (Greater Noida) as Assistant Manager, Quality Assurance – Two-Wheeler Manufacturing

Oct’96 – Sep’97 with G&T Diesel Controls Pvt. Ltd., New Delhi as Marketing Engineer



PERSONAL DETAILS

Date of Birth: 10th Apr 1970

Languages Known: English Hindi, Urdu

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