

Contact

Rabieh - Lebanon
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Top Skills

Customer Service
Management
Budgets

Charbel El-Khoury

Managing Director at Cerra Automotive LTD
Lebanon

Summary

Charbel El-Khoury, Managing Director of Cerra Automotive Sierra Leone, with over 10 years of progressive experience in the Automotive Industry.

Focused leader, recognized for delivering superior results aligned with the strategy of the group.

CORE QUALIFICATIONS

- Vast experience in all aspects of retail
- Strong knowledge of front end dealership operations
- Good understanding of the African market
- Substantial understanding of budgetary procedures
- Implementing innovative solutions and sales strategies

Experience

Cerra Automotive LTD

Managing Director

January 2016 - Present

Sierra Leone

- Emphasizing on the Incremental sales/revenues
- Setting annual revenue targets
- Tracking departments metrics
- Growing the revenues
- Cutting the losses
- Serving as escalation point for major issues
- Acquiring and implementing new income-generating streams
- Ability to work, evaluate and guide directors
- Representing the organization in professional activities and in local community events
- Reporting to the Board of Directors

Cerra Automotive LTD

Operations Manager

January 2011 - December 2015 (5 years)

- Ensuring lean operation principles are implemented
- Preparing annual operating budget, goals and objectives for each department
- Monitoring the organization performance
- Working with department managers to improve profitability and efficiency
- Creating and maintaining a positive relationship with customers
- Creating dealership service and pricing policies

Cerra Services

Business Development Manager

November 2007 - January 2011 (3 years 3 months)

- Identifying new potential brands
- Preparing business plans for new dealerships and partnerships
- Working with the finance department to ensure profitable partnership with market leaders such as { Toyota, Rotary Lifts, Atlas Copco}
- Working with the logistics team to plan and implement successful supply chain logistics modeling, management, traceability and regulation

Education

McGill University

Graduate Diploma, Diploma in Management — Leadership
Concentration · (2009 - 2010)

Notre Dame University - Louaize (NDU)

Bachelor of Business Administration - BBA, International Business
Management · (2002 - 2007)

Ecole Notre Dame Du Mont Carmel, Fanar

Lebanese Baccalaureate II, Life Sciences · (1985 - 2001)