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| |  | | --- | |  | | **Education**  *Expected in 12/2025*  CMBS University of Malta  Master of Business Administration: Specialisation: Finance  *09/2024*  Inspire London | London  Diploma Level 7: Business Development and Administration  Mestre Martins Correia  Portugal  12th Grade  Humanities    **Languages**  **Portuguese**: :  Native  **English**: : C2    Proficient  **French**: : A1    Beginner  **Spanish**: : A1    Beginner | | |  | | --- | | **Luis Ferreira**  *+971585285325 | luisferreira7@hotmail.com*  *United Arab Emirates*  ***Permit****: UAE****LinkedIn****:*[*https://www.linkedin.com/in/luis ferreira 5a944465*](https://www.linkedin.com/in/luis%20ferreira%205a944465) | | **Professional summary**  I thrive on transforming challenges into great outcomes! My why and biggest driver is to convert sales and generate profitability growth, I blend motivational leadership with astute strategic planning and solid operational management. My sales background is complemented by a keen eye for performance management, forecasting, pricing, P&L oversight, and cost control. I take pride in fostering a vibrant company culture and continuous process improvement for the business and our colleagues. Whether it’s turning around underperforming operations or delivering stellar customer satisfaction, my passion lies in building elite teams through effective recruitment, training, and mentoring.  **Work history**  Jaguar Land Rover, **Sytner** | **United Kingdom, Kent** *04/2024 09/2024*  **General Sales Manager**   * Spearheaded and trained dedicated high-achieving sales teams. * 1st Place in the UK for Land Rover Customer Satisfaction * Planned and developed strategies to increase sales territory positioning, exceeding company targets. * Generated company growth through market expansion and sales. * Supported front-line sales teams, coaching and mentoring in group and on a 121 basis. * Evaluated sales and service processes to generate targeted improvement strategies and increase revenue opportunities for Sales and Aftersales as well as Parts targets, making sure showroom, demonstration vehicles and courtesy had a suitable amount of accessories for clients to experience and purchase. * Managed a team of 26 members of staff with direct report out of 105 employees, driving performance with motivational strategies to achieve sales targets or review processes that are not working so that we can adapt quick and maximise gains.   Jaguar Land Rover, Sytner | United Kindgom, Kent *08/2017 – 04/2024*  **General Used Car Sales Manager**   * Responsible for the leadership and development of a cross-functional team of 24, strategic development, pricing, weekly budget forecasting, P&L, providing oversight to mitigate any bad debt and providing clear and accurate reporting * Spearheaded turnaround of significantly declining sales resulting from increased competition to deliver sales growth of almost 200% within first four months, consistently achieved growth until present. * Delivered twofold profit growth in year two and threefold profit growth in year three and gradually thereafter. * Exceeded annual consecutively sales targets through exceptional customer service and excellent deal-closing abilities selling vehicles nationwide. * Drove optimal performance through provision of rigorous and targeted training to new and existing staff. * Analised some of the process and developed relationships with local business to ensure vehicle deliveries could be met within 48 hours anywhere in England, Wales or Scotland. This was an achievement as we were able to grow the business quite quickly without an increase in costs.   Land Rover, Lookers | **United Kingdom, London** *08/2014* - *08/2017*  **Used Car Sales Manager**   * Responsible for leading sales activity, operational management, weekly budget forecasting, vehicle management, cost control, performance management and stock control * Delivered annual growth consecutively, positioning our branch as number one for sales within group * Achieved through rigorous attention to detail, establishing, engaging, motivating and implementing aspirational culture * Additional duties included marketing used car stock, ensuring robust car preparation, conducting market research and managing disposals * Held accountability for recruitment, training and management of sales staff, sourcing vehicles, forecasting, overseeing vehicle display and ensuring compliance with internal and manufacturer procedures   Land Rover, Lookers | United Kingdom, London *08/2014* - *01/2016*  Sales Executive   * Led car sales, achieving or exceeding all targets via exceptional customer service * This included delivering annual sales target of 154 within eight months.   Mazda, Lifestyle Europe | **United Kingdom, West Sussex** *09/2013* - *08/2014*  **Senior Sales Executive**   * Motivated to drive sales within the department, I was able to find my way to excel and surpass my colleagues at the branch and within division for the number of vehicles sold. * Lead generation by prospecting new leads and previous customer data. * I strived to build strong customer relationships, by offering the best experience in a very competitive market.   Thames Motor Group Fiat, Jeep, Chrysler, Peugeot and Alfa Romeo  **United Kingdom, Kent** *06/2012* - *09/2013*  Sales Executive and Assistant Sales Manager   * Collected customer and market feedback and reported information to company leadership. * Collaborated with product development teams to align offerings with market demands. * Orchestrated targeted sales campaigns, amplifying product visibility and capturing new market segments.   Jacksons Channel Islands (Guernsey) *01/2009* - *06/2012*  Various Motor trade Roles | |  | |

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