

# Axel Conrad

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## Professional profile

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An experienced Aftersales professional with a strong track record of creating and driving high performance Service Centre and Workshop Teams for multiple brands (Volkswagen, Toyota, Alfa Romeo, Bosch). A business-savvy manager with experience in P+L management, finance and cost control, new business development and customer retention, gained throughout a diverse 20+ year career in the Automotive Industry

•P+L management •Cost Control •Workshop Management •Team Management •Vehicle Diagnostics •CSI management •Customer retention •SAP DMS •Bosch Teodoc •

## Career summary

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**September 2016 - Present**      **Auto Repairs Etzold, Windhoek, Namibia**  
**Service Manager**

### *Key Responsibilities:*

- Reporting directly to the Business Owner, with overall responsibility for the daily operations of the Workshop of this Specialized Toyota Service Centre
- Directly responsible for the management of a team of 15 automotive professionals in the workshop
- Restructured Workshop operations and introduced new KPIs to the workshop team to ensure workshop efficiency and service level quality targets were adhered to.
- Responsible for monitoring the quality, cost and efficiency of the Workshop team – the implementation of new quality control measures ensured a high standard was upheld
- Design, development and implementation of new marketing strategies to increase customer flow into the Service Centre
- Developed strategies to enhance relations to ensure high levels of customer satisfaction and increase repeat customer rates.

### *Key Achievements:*

- Increased the Workshop load, resulting in a 25% increase year on year (2016-2017)
- Significantly increased the revenue generated by the workshop
- Reduced the Work in Progress (WIP) by implementing a new system for loading and costing
- Improved the Workshop tooling

**August 2015–Sept' 2016**      **Conrad's Carformance Tuning CC, Windhoek, Namibia**  
**August 2008 – March 2015**      **Business Owner**

### *Key Responsibilities:*

- Full P+L responsibility for the business, overseeing operations, service, sales, new business development, finance and marketing of Carformance Tuning CC, offering multi-brand Automotive solutions to customers across Namibia
- Developed and grew the business organically through new business development and analysis of Namibian vehicle market shares
- Implementation of new electronic performance enhancement systems enabling improved problem

- solving and vehicle diagnostic opportunities in an effort to expand services offered to customers
- Analysing vehicle performance issues and providing data to find solutions and present them to the customer
- Oversee and provide support to the workshop in areas such as diagnostics, electrical issues and ad-hoc problem solving, dependent on customer flow.

*Key Achievements:*

- Gained the first-placed market share within the Auto-tuning industry in Namibia and successfully grew the business in a short space of time
- Ensured strong levels of customer retention across Namibia by offering enhanced solutions relative to the local competition and rolling out customer-centric initiatives
- Successfully created and implemented a robust support structure for Dealers and Workshops

**April 2015–August 2015**

**Nasser Bin Khaled & Sons, Doha, Qatar  
Service Manager (Bosch)**

*Key Responsibilities:*

- Reporting directly to the Division Manager, with overall management responsibility for a multi-site network of workshops across Qatar (5 branches) and operational oversight of 72 members of staff
- Direct management responsibility for the Workshop Branch supervisors, providing a link between General Management and the workshop staff
- Responsible for monitoring the quality, cost and efficiency of the workshop teams across the network, and implementing strategies to improve upon them wherever possible
- Development and roll-out of sound marketing strategies to drive new customer attraction
- Coordinating and controlling of workshop loading

*Key Achievements:*

- Implemented a discount structure to encourage repeat customers and drive new business generation
- Improved parts stock and pricing levels in cooperation with the Parts Manager
- Significantly increased Employee Satisfaction levels across the branch network and workshop teams through employee-centric initiatives
- Dramatically reduced marketing spend by developing new cost-effective marketing initiatives (eg Facebook marketing campaigns)

**Dec' 2009 – March 2012**

**M+Z Motors, Windhoek, Namibia  
Workshop Manager**

*Key Responsibilities:*

- Overall responsibility for the management of this OEM workshop for Chrysler/Jeep/Dodge vehicles in Namibia with 17 mechanics, 2-3 apprentices/trainees and 2 helpers
- Responsible for the management of 17 mechanics, 3 apprentice staff and two administrative assistants
- Day-to-day responsibility for all diagnostics and problem solving, in line with standards laid out by the Chrysler/Jeep/Dodge management team.
- Monitored and improved levels of customer service throughout the workshop, ensuring a consistently high CSI score year on year.
- Reduced incidences of repeat repair in line with standard laid out by the OEM
- Implemented robust quality control processes to ensure a consistently high level of service quality

- Supervised warranty handling
- Drove a high-performance culture throughout the team

#### *Key Achievements:*

- Restructured the Workshop team to smaller teams, comprising of a Team Leader and team members, to boost efficiency and productivity
- Restructured parts availability based on demand/age of vehicles parts in cooperation with the Parts Manager, including the securing of 'often-needed' parts so as to have crucial inventory readily available
- Monitored and reduced the Work in Progress and Warranty Job Cards satisfactory levels

## Earlier Employment

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<b>Jan' 2007 – August 2008</b>	<b>Pupkewitz Motors (Toyota), Tsumeb, Namibia Dealer Principal</b>
<b>Feb' 2004 – Jan' 2007</b>	<b>Al Qurain Trading (Bosch &amp; Alfa Romeo), Kuwait City, Kuwait Service Manager</b>

## Education& qualifications

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<b>Bachelor of Automotive Engineering, Master School for Master Craftspeople</b>	<b>1997-98</b>
<b>Diploma in Automotive Engineering, Allradcenter, Germany</b>	<b>1989-92</b>

## Languages Spoken

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<b>German</b>	<b>Native</b>
<b>English</b>	<b>Fluent</b>
<b>Afrikaans</b>	<b>Fluent</b>