



Paul Naddaf

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Professional Summary

Results-driven Automotive Sales Consultant with 25+ years of experience in vehicle sales, customer relationship management, and business development across leading automotive brands including Nissan, Kia, Chery, Peugeot, and GMC. Proven ability to exceed sales targets, manage dealer networks, and deliver outstanding customer experiences. Strong expertise in used car appraisal, financing solutions, and after-sales support. Passionate about cars and committed to building long-term client relationships while driving revenue growth.

Core Skills

- Automotive Sales & Consulting
- Customer Relationship Management (CRM)
- Negotiation & Closing Deals
- Vehicle Appraisal & Trade-In

- Sales Forecasting & Target Achievement
- Auto Loans & Leasing Solutions
- Team Leadership & Training
- Market Analysis & Business Development

Professional Experience

Group Dagher Hayek (Kia, Peugeot, Citroën, Mitsubishi, Suzuki, Seat, BYD) – Sales & Estimator Manager (Used Car Department)

Beirut | 2008 – 2015

Managed used car sales, trade-in appraisals, and customer negotiations.

Achieved consistent sales growth by expanding customer base and maintaining dealer relations.

Conducted competitor and market analysis to optimize pricing and promotional strategies.

Chery (Chinese Automotive Brand) – Sales & Marketing Manager

Beirut | 2006 – 2008

- Drove sales and brand awareness for Chery vehicles in Lebanon.

- Set and achieved monthly/annual performance targets.
- Built strong customer relationships and supported after-sales service.
- Reported market trends and pricing strategies to senior management.

Standard Chartered Bank – Sales Manager (Auto Loans)

Beirut | 2000 – 2006

- Led a team of 4 sales executives to expand auto-loan market share.
- Secured partnerships with multiple auto dealerships to boost financing deals.
- Consistently exceeded sales targets, achieving high loan volumes across dealerships.

Nissan / GMC / Chevrolet / Kawasaki (Rasamny Younes Motors) – Assistant Sales Manager

Beirut | 1990 – 2000

- Top sales performer for 4 consecutive years (45+ vehicles sold monthly, \$750K revenue).
- Managed customer sales process from enquiry to delivery.
- Conducted trade-in appraisals and facilitated insurance sales for customers.

Additional Roles:

- ETS Rabih Khoury (Sub-dealer) – Sales & Estimator Manager (2015 – 2016)
- Jinbei / Yutong – Senior Sales Executive (Commercial Vehicles, 2017 – 2018)
- Aal Bal Restaurant – Restaurant Manager (2016 – 2017)
- BL Harbet – U.S. Embassy – Driver (2019 – 2020)

Education

Collège des Pères Antonines – Baccalaureate Degree

Beirut, Lebanon | 1982 – 1990

Languages

Arabic (Native)

English (Fluent)

French (Good)