

CAREER TARGET: SALES DIRECTOR / VP

Extensive Experience in the Automotive Sales Industry / Proven Leadership Credentials Skilled in Implementing New Product and Service Offerings to Drive Sales Growth

Strategic, results-proven professional with upper-level management skills and consistent record of success in exceeding revenues, market penetration, and team training goals within both traditional and online environments. Expertise in working with dealer groups, vendors, customers, and staff.

- Strategic Planning & Execution
- Business Development Planning
- Strategic Partnerships/Alliances
- New Program Development
- Cross-Marketing Initiatives
- High-Profile Negotiations
- Multi-Territory Supervision
- Budget Planning/Management
- Team Building & Leadership

PROFESSIONAL EXPERIENCE

DEALERTRACK, INC. ▪ Las Vegas, NV

12/2001 – Present

National Accounts Manager / National Training Manager (2003-Present) National Sales Manager (2001-2003)

Promoted for internal/external management position, maintaining relationships with accounts and implementing training program; oversee \$3 million in annual sales. Gather intelligence to improve e-product offerings and report data to senior management. Negotiate national agreements and coordinated activities in IT department; attend conferences and serve as spokesperson to build positive image for DealerTrack. As Training Manager, directed team of training managers providing e-instruction for subscription product sales.

Initially hired to recruit, staff, and train team in selling new subscription-based product as independent agent of DealerTrack. Participated in company meetings and implemented monthly metrics for sales.

Challenges: Existing team lacked proper training and motivation to meet company's high expectations and sales objectives.

Selected Accomplishments:

- **Staff Development** – Achieved staff development goals through training, mentoring, and evaluation of management team. Oversaw completion for 1,300+ recorded training hours per month.
- **New Program Implementation** – Developed curriculum for sales certification, including written and verbal assessments, that received across-the-board commendations and brought in 200 sales.
- **Strategic Sales Planning** – Secured national agreements with dealer groups nationwide and built sales channel that produced incremental sales volume increases through large dealer groups. Company current sells 150 systems per month, with subscriptions increasing from 7 to 7,000.
- **New Product Roll-Out** – Led 1st to-market implementation of PaymentTrack that led to \$2.5 million in annual revenues and closing of 250 sales for 2001-2002.
- **Technology Solutions** – Selected and implemented CRM sales tool for sales team; guided company-wide usage of WebEx to sell and train internal/external customers.

CAREERSPOT.COM ▪ San Francisco, CA

04/2000 – 12/2001

Area Manager

In charge of driving business development goals and managing 200-300 dealer relationships across 4-state territory for online automobile retailer. Interacted with district manager, sales floor personnel, vendors, and dealers to address and resolve issues.

Selected Accomplishments:

- **Sales Performance** – Generated \$7.5 million in monthly sales and achieved “Highest-Grossing Market Per Vehicle Sold” ranking for San Francisco market.

Continued

Professional Experience Continued

- **Branding & Product Positioning** – Successfully rolled out new products for 37 brands across 4-state region, training dealer staff to ensure highest level of product knowledge.
- **Team Building & Development** – Created pipeline for hiring district managers in each territory and maintained “Best in Class” interactions and working relationships between manager and sales team.

Senior Marketing Manager

Tasked with expanding market among 35 regions nationwide for start-up e-commerce firm. Negotiated terms and set up dealers through metropolitan markets. Teamed with sales center/groups in business development activities and initiated strategic relationships.

Selected Accomplishments:

- **Performance Recognition** – Grew market to #1 position among 35 and earned #1 Market Manager designation among 15 managers.
- **Pricing Initiatives** – Achieved 100% price sheet penetration within all markets, negotiated best pricing margin for top 25 products, and negotiated lower pricing than largest competitor.

TARGETWARE ■ New York, NY

03/1999 – 04/2000

Independent Sales Consultant

Generated new business for multimedia software development firm, specializing in business sales solutions, virtual sales tools for national distributors’ product lines and services. Raised customer service level, resulting in increased customer satisfaction. Deployed software accounts, planning installations, support and training.

Selected Accomplishment:

- **Sales & Profit Results** – Generated sales of \$250,000 within the first six months.
- **Staff Training and Development** – Mentored, inspired and trained sales teams and individuals one-on-one in use of multimedia presentations and sales techniques.

CAPITAL AUTO FINANCIAL SERVICES ■ Decatur, IL

11/1994 – 03/1999

Area Sales Manager

Recruited for return after previously successful tenure. Led turnaround for sales and lease performance in under-developed territory, managing account base of 300 that represented company’s largest account group.

Selected Accomplishments:

- **Business Development** – Generated \$33.8 million in sales, representing highest performance-to-budget ratio; achieved 104% (highest volume) over 79% average regional performance in Q1 1998 and increased lease volume 334% in 1st year (2,250 leases).
- **Performance Recognition** – Received prestigious GE Management Award for Sales Excellence.

STANLEYAUTOMOTIVE GROUP ■ Detroit, MI

10/1986 – 11/1994

Sales Manager (1993-1994) / Finance Manager (1988-1993) / Service Manager (1986-1988)

- **Sales Leadership** – Managed sales function for dealership with \$12.8 million in annual revenues, leading sales force of 10 in meeting and exceeding expectations.
- **Information Management** – Established financial tracking, analysis, and reporting to maximize profits by motivating staff to surpass goals.

EDUCATION**Bachelor of Arts in Business Administration** – STANFORD UNIVERSITY, Stanford, CA**Training/Affiliations** – Dale Carnegie Video Tape Presentation; Group Leader-Dale Carnegie Sales Advantage**Computer Skills** – Microsoft Word, Excel, PowerPoint; Outlook; Goldmine, DealerTrack; Salesforce.com