

GROWTH FOCUSED TEAMMATE AND EXECUTIVE

Electric Vehicle and Mobility veteran with 2 new company launches. Successfully managing accounts and teams for sales and service while fostering excellent client relationships. Experience in operations management to maximize market share penetration, profitability, and customer satisfaction through a positive consumer experience. History of New Business Development and fostering new relationships by winning multi-million-dollar contracts with major Automotive OEMs. Effective group facilitator and proven change agent offering skill-building and collaborative coaching across management disciplines. This includes online and offline retail sales processes. Managed the successful CRM implementation of the largest OEM and Retail groups in the United States. Fluent in Spanish and proficient in various software and applications, I bring a diverse skill set to any team.

EASEGUARD

2023 – Present

Board Member, Dulles, Virginia

Own and operate a governance, compliance, and risk mitigation firm.

- Launched a multi-sector GTM strategy to achieve company goals and strategic targets.
- Exceeded June 2023 client acquisition goal, achieving a remarkable 200% increase.
- Completed strategic alliance objective ahead of schedule, in June of the 2nd quarter.
- Successfully finished LMS Academy ahead of the planned 4th quarter timeframe.
- Established a diverse board of thought leaders to provide strategic guidance and insights.

G6 TECHNOLOGIES

2021 – 2023

VP Sales Operations, Dulles, Virginia

Led business development, sales, and service teams to meet company goals and strategic targets for automotive, finance, insurance, and government.

- Designed and implemented operational strategies through strategic planning, budgeting, and data analysis, impacting revenue growth.
- Achieved a 900% increase in sales growth by leading the implementation of a business sales growth plan with a project-based and recurring revenue model resulting in 5 new customers and delivering 2.5MM in new sales.
- Built and maintained strong relationships with clients and partners, fostering trust and identifying new business opportunities.
- Facilitated cross-functional collaboration to drive change and ensure seamless integration of sales operations across various departments.
- Developed, executed, and refined an advisory-based sales operations strategy, aligning it with company targets and objectives.

DELOITTE & TOUCHE

2015 – 2019

Automotive Dealer Advisory Manager, Ashburn, Virginia

Tasked with growing dealer practice using multi channel approach and enhancing the Automotive Retail Consumer Experience. Served two roles: Enterprise New Business Development Tier 1-Tier 3 and OEM/Retail Coaching.

- Led a strategic committee for U.S. Automotive Sector penetration, identifying and targeting key "Crown Jewel" accounts to accelerate growth and success.
- Developed and executed a comprehensive business plan for a multi-brand conglomerate, resulting in improved closing percentages and the acquisition of the firm's first prestigious brand contract.
- Established industry credibility and trust through successful execution of anchor contracts, leading to subsequent multi-million-dollar deals with premium brands.
- Provided comprehensive coaching on Retailer's Operating Plans and corresponding KPIs, improving alignment with organizational goals and objectives.
- Implemented effective strategies for modern online and offline retail, seamless integration selling, and CRM management, optimizing customer experience and maximizing sales across various product lines and channels.

- Advocated for service-to-sales approaches, driving sales growth while enhancing customer service.
- Leveraged Voice of the Customer analysis to provide actionable insights, aiding retailers in enhancing their offerings based on customer feedback.

THE COBALT GROUP

2000 – 2015

OEM Performance Improvement Consultant, Bristol, Connecticut (2003 - 2015)

Led an elite team of automotive performance consultants to work with the respective OEM Brands and dealer networks to increase growth and decrease attrition.

- Secured a \$22-million-dollar recurring revenue T3 Website contract with Volkswagen of America's Digital Retail Initiative, contributing significantly to revenue growth from Tier 1, Tier 2, and Tier 3.
- Sold and implemented Digital Advertising, Marketing, Social, Reputation Management exceeding \$200k MRR.
- Applied digital strategies to optimize Tiered Advertising Plans, yielding efficient approaches with a strong return on investment (ROI).
- Established the first multi-channel vertical process by leveraging Dealer Council and 20 Group strategy, enhancing efficiency across channels.
- Provided expert coaching on online retail and digital website strategies, improving clients' online presence and sales/service optimization on digital platforms.
- Consulted with clients to ensure coherence between their Retail Operating Plans and digital strategies, boosting effectiveness and alignment of business operations.
- Led business projects and supported new product launches to drive sales growth and market expansion, demonstrating effective project leadership skills.
- Developed and delivered tailored instructor-led courses and consulting packages, enhancing dealership capabilities in e-commerce, telephone skills, sales process design, service selling skills, and personnel management.

THE COBALT GROUP

2000 – 2015

OEM National Relationship Manager, St. Petersburg, Florida (2000 - 2003)

Recruited to established vendor relationships with all U.S., Canadian OEMs, and independent distributors.

- Secured certification for 18 Automotive Manufacturers in the U.S. and Canada, fostering strong industry partnerships and alliances.
- Landed an exclusive \$7 million "direct to dealer" CRM SaaS solution contract for GM Brand Retailers, contributing significantly to revenue growth.
- Developed a comprehensive business plan for the Transportation Vertical Market, encompassing key selling channels such as Auto, RV, Marine, and Powersports, demonstrating strategic planning acumen.
- Leveraged industry resources and partnerships, such as the National Automobile Dealers Association (NADA), to enhance market positioning and insights.
- Coached account managers on strategies to maximize market share penetration and customer satisfaction, reflecting leadership and mentorship skills.
- Targeted the Top 100 Automobile Dealer Groups for strategic initiatives, aligning sales and profit goals with long-term business objectives.
- Collaborated with Account Executives in identifying and scheduling meetings with prospective clients, fostering strong account management and sales growth.
- Monitored industry trends and competitor activities to align offerings with market demands, demonstrating strategic foresight.
- Refined the company's offerings and value proposition based on market insights and client feedback, ensuring alignment with customer needs and expectations.

BOMBARDIER INC.

1998 – 2000

Director of Electric Vehicle Sales, St. Petersburg, Florida

Developed and re-launched the Neighborhood Electric Vehicle initiative in the Southeastern United States. The responsibilities are parallel to those of the Trans2 Corporation.

- Developed, executed, and refined a Go-to-Market (GTM) sales strategy, leveraging state registration data and demographics to identify key Metro Markets.
- Established domestic and international dealer points, including strategic fleet alliances with enterprise accounts, while ensuring state compliance, dealer relations, and effective onboarding.
- Set all pricing models, including MSRP, Parts, cost indexes, and respective warranty procedures, ensuring competitive and fair pricing structures.
- Managed, coached, and developed a regional sales team, aligning performance with key goals and KPIs, and established recruitment and pay plans for new hires.
- Pioneered the US electrification of roads by launching the inaugural Neighborhood Electric Vehicle (NEV), combining traditional automotive franchise models with the electric golf cart industry for rapid market penetration.
- Targeted key demographics, such as retirement communities, and established a network of financial partners within the recreational products and golf industries.
- Led policy advocacy efforts, securing Title and Registration for vehicles on roads up to 35MPH, and collaborated with state governments, insurance, and finance companies to advocate for effective policy changes and educate stakeholders about product benefits.

TRANS2 CORPORATION

1996 - 1998

National Electric Vehicle Sales Director, Nashville, Tennessee

Developed, executed, and refined a Go-to-Market (GTM) sales strategy, leveraging state registration data and demographics to identify key Metro Markets. Pioneered the US electrification of roads by launching the inaugural Neighborhood Electric Vehicle (NEV), combining traditional automotive franchise models with the low speed vehicle, LSV, industry for rapid market penetration.

VOLKSWAGEN OF AMERICA

1990 - 1994

District Operations Manager, Memphis, Tennessee

Managed territory to maximize new and used vehicle sales, customer satisfaction, and profitability, while addressing dealership financial and operational deficiencies.

- Assisted retailers in developing tailored marketing strategies for respective markets and optimizing profitability through effective expense management and Dealer Management System (DMS) accountability.
- Collaborated with Fixed Operations to analyze and improve ROI efficiency per customer sold.
- Enhanced lead generation efforts and showroom traffic control measures, offering recommendations for centralized and decentralized functions relating to BDC, customer follow-up, and retention.
- Employed Total Quality Management principles to assist retailers in downsizing and revitalizing sales.
- Maintained franchise operating standards and implemented necessary corrective actions.
- Established a consistent delivery process to elevate retailers' J.D. Powers Sales Satisfaction Index (SSI).
- Cultivated a motivated retail staff through extensive product knowledge training.
- Consistently met Zone objectives, receiving recognition with two consecutive Colorado Ski Trips, and was awarded VW Sales Guild for outstanding performance.

US ARMY National Guard

Troop D, Recon Platoon, 1st Squadron, 124th Air Cavalry Regiment, 49th Armored Division 1982 – 1992
Fort Hood, Texas

- Selected as Soldier of the Year 1985
- Completed Primary Leadership Development Course 1986

EDUCATION

BBA, International Business-Marketing, The University of Texas at Austin Austin, Texas 1990

Earned 100% of College Expenses

SPECIAL SKILLS

Speak, read, and write fluently in Spanish. Generative AI, Prompt Tuning into LLM using BARD and ChatGPT, Proficient in Microsoft Word, Excel, PowerPoint, Visio, Project, and other related software. Online applications for B2B/B2C, Point of Sale analysis, Dale Carnegie Public Speaking, Increasing Human Effectiveness II, Total Quality Management and Focus. Customer Data Mining and Prospecting. Langevin Certified Facilitator, Deloitte Certified Facilitator. 169.5 hours of CPE certificates from Deloitte Advisory.