

Future-Ready Leadership | Automotive, EV, and Emerging Technologies

Future-focused executive leader with deep expertise in electric vehicles, mobility innovation, compliance, and generative AI applications. Proven ability to launch companies, scale operations, and drive multi-million-dollar growth across Fortune 500 and emerging organizations. Bilingual (English/Spanish) communicator, coach, and enterprise strategist who thrives at building bridges between evolving technologies and practical, profitable execution. Committed to leading with integrity, vision, and adaptability into the next era of business transformation.

Core Competencies:

- Strategic Planning & Execution
- Electric Vehicles & Mobility Innovation
- Governance, Risk, and Compliance (GRC)
- Salesforce CRM Ecosystem (SFDC)
- Channel Management & Dealer Development
- Business Development & Revenue Growth
- Generative AI and Emerging Technologies
- Enterprise Sales Leadership
- Organizational Change & Coaching
- Customer Experience & Lifecycle Management
- Bilingual Communication (English/Spanish)

Professional Experience**EASEGUARD** — Enterprise & SMB, Dulles, Virginia*Founder & CEO | 2023 – 2025*

- Launched a multi-sector GTM strategy achieving a 200% increase in client acquisition.
- Built strategic alliances, established a board of thought leaders, and aligned internal teams for scalable growth initiatives.
- Completed LMS Academy ahead of schedule, supporting talent development initiatives.

G6 TECHNOLOGIES — Dulles, Virginia*Vice President, Sales | 2021 – 2023*

- Led business development, channel management, dealer development, and service teams across automotive, finance, insurance, and government sectors.
- Developed dealer channel strategies and key account growth initiatives, achieving 900% sales growth and delivering \$2.5M in new sales through recurring revenue models.
- Designed advisory-based sales strategies aligned with strategic targets for OEMs, dealer groups, and technology partners.

DELOITTE & TOUCHE — Ashburn, Virginia*Automotive Dealer Advisory Manager | 2015 – 2019*

- Led strategic initiatives for U.S. Automotive Sector penetration, securing new brand contracts and developing dealer engagement strategies.
- Improved retailer operating plans, KPIs, and customer experience while aligning service and sales initiatives.
- Advocated service-to-sales approaches and optimized CRM and Salesforce integration strategies across key accounts.

THE COBALT GROUP — National OEM Consultant & National Relationship Manager | 2000 – 2015

- Secured \$22M recurring revenue contract with Volkswagen of America's Digital Retail Initiative.
- Led national certification for 18 Automotive Manufacturers in U.S. and Canada.
- Delivered tailored channel management, digital marketing, and e-commerce consulting to Tier 1-3 clients.

BOMBARDIER INC. — St. Petersburg, Florida

Director of Electric Vehicle Sales | 1998 – 2000

- Launched the first Neighborhood Electric Vehicle (NEV) program in the U.S.
- Developed and executed fleet and retail dealer strategies across the Southeastern U.S.

TRANS2 CORPORATION — Nashville, Tennessee

National Electric Vehicle Sales Director | 1996 – 1998

- Pioneered NEV market entry with new GTM sales and marketing strategies focused on dealer development and channel expansion.

VOLKSWAGEN OF AMERICA — Memphis, Tennessee

District Operations Manager | 1990 – 1994

- Maximized dealer profitability and customer satisfaction across assigned territory.
- Achieved Sales Guild recognition for outstanding sales performance.

US ARMY National Guard — Fort Hood, Texas

Troop D, Recon Platoon, 1st Squadron, 124th Air Cavalry Regiment

- Selected as Soldier of the Year; completed Primary Leadership Development Course.

Education

Bachelor of Business Administration, International Business-Marketing

The University of Texas at Austin, Austin, Texas

- Earned 100% of college expenses.

Technical Skills

- Generative AI Applications (Gemini, ChatGPT, Grok)
- Microsoft Suite: Word, Excel, PowerPoint, Visio, Project
- B2B/B2C Online Applications, CRM Systems
- Certified Facilitator (Langevin, Deloitte)
- Total Quality Management, Dale Carnegie Public Speaking

Languages

- Fluent in English and Spanish

Certifications

- 169.5 Hours of CPE Certificates (Deloitte Advisory)
- Certified Facilitator, Langevin and Deloitte