

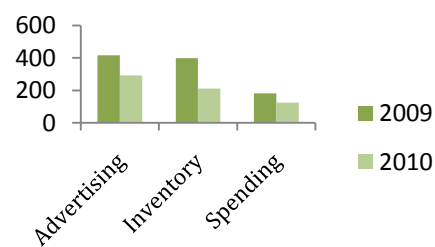
Award-winning sales and operations executive and green marketing Subject Matter Expert

LEADERSHIP STYLE: Lead with clear directives and a reputation for going above-and-beyond to acknowledge performance. Pushed US sales from 45.7 to 71.2% of ABC's business, embracing stretch targets and energizing teams with a compelling vision.

BEST-IN-CLASS MARKETING: Recognized by *Automotive News* for social blogging outreach as Top 10 major marketing move of 2010. Served as chief green corporate spokesperson for critical brand launches 2 consecutive years with 100 national and international television, radio, print, and social media interviews.

SALES & MARKETING RESULTS:

- Strengthened cash flow by slashing advertising budget \$124 million (41%) and lowering company vehicle inventory from 3994 to 2104 units (47.3%). Restructured divisional field structure to reduce headcount 64 (17%) and lowered promotional spending from \$181 million to \$125 million (47%).
- Set new fuel solutions marketing standard, steering breakthrough launch of the "Gas Friendly to Gas Free" campaign. Produced more fuel solutions than any other auto brand and designed symbols for 5 alternative fuel pathways later adopted globally.



CORE COMPETENCIES:

- ▶▶ Breakthrough Sales Attainment
- ▶▶ Market Share Penetration
- ▶▶ Digital Lead Management
- ▶▶ Dealer Performance Maximization
- ▶▶ Green Marketing
- ▶▶ Revenue Generation
- ▶▶ Retail Sales Domination
- ▶▶ Profit Turn Arounds

"Great communicator. Great team-builder. Great leader in the eyes of dealers and wholesale teams."

[John Weiring, VP of North American Sales & Marketing, ABC Cars]

SENIOR LEADERSHIP EXPERIENCE

ABC CAR CORPORATION

1995 – Present

[The world's 2nd largest auto manufacturer with sales of 9+ million vehicles in 130 countries.]

North American Vice President [2008 – Present]

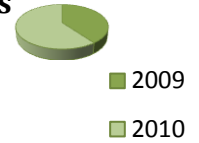
Promoted to reverse declining sales growth and propel sales, marketing, advertising, PR, sales promotion, and product development to next-level performance. Direct divisional P&L with \$35 billion in annual revenue & 1.8 million units sold. Oversee 323 staff, 300 agency personnel, and 3,800 dealers throughout the US with \$550 million marketing budget.

MARKET SHARE PENETRATION :

- Boosted brand profitability and aggregate contribution margin \$950 million while increasing average transaction price \$3,000 by eliminating mid-car myths and positioning XYZ as "The Car You Can't Ignore." Earned ABC's prestigious *Chairman's Award* in 2009.

- Led industry sales in Q3 and Q4 of 2010 with 17.8 share of total business, beating Toyota in second half of year.
- Propelled 2010 market share from 8.4% to 12.7%, the largest industry mid-car segment rise, leveraging aggressive advertising based on consumer research benchmarked against Japanese competitors' strengths.
- Pushed sales to 31% total market share through the launch of best-in-class "America's Best Truck" marketing campaign. Held off Toyota Tundra's challenge, promoting brand as the longest-lasting truck in the US market.

YOY Market Share Gains



CRITICAL REVENUE GENERATION :

- Increased car revenue 25% from \$12 billion to \$15 billion CYTD through brand-level margin success, aggressive cost containment, decreased spending, and strategic incentive management.
- Doubled December truck 2010 sales over November 2009 sales by executing all-new crossover advertising campaign. Gained relative share position 3 points over target as of Q4 2008.

MEDIA & DIGITAL LEAD MANAGEMENT :

- Drove "superlative" media share of voice to #1 industry-wide by investing leadership and presence in up to 30 constituent, media, and social networking interviews daily to promote award-winning products.
- Fueled digital lead response time from #15 industry ranking in 2007 to #2 in 2008 by holding team accountable for 95% response time within 5 hours.

Division General Manager [2005 – 2008]

Selected to spearhead market share recapture initiative with accountability for advertising, sales, promotions/PR, and product development for the division producing 55% of sales revenue and contribution margin for US business.

RETAIL SALES MARKET DOMINATION :

- Won 2009 *North American Car of the Year* honors and pushed retail sales 98% over 2008 by designing and leading a 3-phase marketing blitz for the all-new XYZ brand.
- Led XYZ to total sales leadership recognition in US market in 2008 and 2009, despite global economic decline.

MARKETING / COMMUNICATION INNOVATION :

- Validated market positioning for all new vehicle launches by inventing a "garage visit" consumer marketing research technique to strengthen consumer feedback.
- Awarded 2008 *Chairman's Honors* for execution of "Live Green, Go Yellow" advertising campaign. Combated historic negative perception of brand and propelled fuel economy to consumer #1 reason for brand purchase.

Northeast Region General Manager [2004 – 2005]

Strategized organizational realignment and 125 right people/right role shifts for region spanning 313 employees and 1,676 dealers in 14 states and DC. Directed retail, fleet vehicle, parts and used vehicle sales, marketing/incentives, public relations, dealer development, vehicle distribution, and customer service with a 75-person team and \$42 million budget.

MARKET - LEADING SALES GENERATION :

- Won *Sales Championship Award* for driving the Northeast Region to #1 performance against objective. Posted largest parts/accessories increase (53%) and grew fleet commercial/government sales 30% year-over-year.

DEALER PERFORMANCE MANAGEMENT :

- Attained largest regional improvement in dealer attitude scores as measured by 2004 NADA survey. Eliminated 4 of the region's worst performers by leveraging the Critical Care Dealer Initiative.

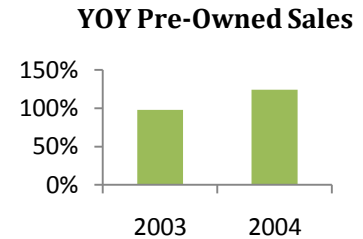
- Fortified dealer marketing group collections from \$119 million to \$142 million and enhanced advertising share of voice in intensely competitive market.

Vice President, Sales, XYZ Brand [2003 – 2004]

Produced best-year sales in the US market in 53 years, propelling profit margin 27%. Directed all US sales operations, from dealer network management, vehicle distribution, sales training, and incentives to certified pre-owned sales and residual development. Reported to European parent company.

SALES, PROFIT MARGIN, & DEALER TURN-AROUNDS:

- Employed creative, revenue-producing tactics to push sales contribution margin \$70 million above forecast. Gained 1.5 market share points in ultra-competitive luxury market; recognized by Chairman for achieving stretch objectives.
- Spearheaded reorganization of field sales force into 5-region structure while managing a \$337 million incentive budget, lowering incentives per vehicle 6%, and boosting pre-owned sales from 98% to 124% – an industry-wide benchmark.
- Earned highest-ever dealer attitude scores in NADA/JD Power surveys and produced \$43 million in incremental vehicle and part sales revenue by adding 26 new dealerships in 2003.



Northeast Regional Sales Manager [2002 – 2003]

Tasked to strengthen dealer development and lead 110-member field sales force, 800 dealers, and all sales activities in 28 Northeastern markets. Contributed to all regional hiring, firing, and staff development/promotion.

RETAIL SALES PRODUCTION:

- Produced \$.5 billion in incremental revenue by bolstering 2002 retail sales 7%.
- Steered regional attainment of 102% year-to-date sales, championing a channel-driven approach to business.

DEALER DEVELOPMENT:

- Honored with *President's Award* for "the most outstanding sales performance and dealer enthusiasm amongst 5 regions." Guided network sales performance improvement for 53 key dealers.
- Strengthened dealer communications and NADA dealer survey scores 6.8 points to exceed industry average, devising and rolling out an innovative "Town Hall" meeting concept.

Early career experience with ABC Cards includes repeated fast-track promotions through sales, business development, and district management roles throughout New Jersey, Ohio, Michigan, Illinois, Pennsylvania, and New York.

EDUCATION

Master of Business Administration Degree ▶ UNIVERSITY OF CALIFORNIA DAVIS

Bachelor of Arts Degree in Economics with a Minor in Business Administration ▶ BARUCH COLLEGE

CHALLENGE: Eric found himself in a struggling auto industry when the recession took root in 2008. He saw the handwriting on the wall and anticipated massive restructuring and staff layoffs. Thus his desire to revamp his resume, in case it became necessary to lobby for another internal role or initiate an external job search.

ACTION: Eric had never had nor needed a resume before, so we started from scratch to detail his meteoric rise through the ranks of a major US auto maker. He offered me a plethora of statistics to choose from – a rare gift for any resume writer. I cherry-picked the results most likely to help him facilitate his shift to a new internal or external role, crafted achievement-focused content, and selected key metrics for graphical presentation.

RESULTS: With the help of his new resume, Eric not only avoided layoff in early 2009, but earned yet another promotion into a mission-critical sales/marketing role. As of this writing, he still works for the same automotive giant and has won another promotion since that time.