

BUSINESS DEVELOPMENT DIRECTOR

Experience

BUSINESS DEVELOPMENT DIRECTOR

January 2010 to Current Company Name 1/4 City , State

- Leads vision, strategy, and execution for all facets of operations and business development at a \$45MM automotive dealership, with accountability for the success of 52 employees.
- Credited with improving the effectiveness of the business through strong leadership and the hiring of personnel with talent and experience in customer service, finance, and business development, yielding increases in profit and lower costs.
- Implemented formal daily training and professional development on sales and service principles that improved the accuracy and focus of sales efforts while building leadership capabilities in managers; driving revenue growth 25%.
- Maintains a daily inventory of \$7.5MM in new vehicles and \$1.4MM in used vehicles.
- Championed the adoption of DealerSocket as the company's CRM tool, empowering 100% of the sales force to manage the pipeline of leads and opportunities while documenting engagements with clients and prospects; directly impacting sales revenue increase of over \$1MM.

SALES MANAGER

January 2004 to January 2010 Company Name 1/4 City , State

- Launched a website and adopted secondary financing and other relationships to spark online lead generation; additionally, expanded the dealership's marketing strategies to include digital elements that included SEO, SEM, YouTube advertising and Google AdWords while increasing the frequency of television ads; shifting digital advertising to 50% of \$1MM yearly budget.
- Consistently ranks first in Kia dealership sales volume year after year; in 2015, navigated the dealership to rank 25th in the nation for total sales volume.
- Achieved a district-high digital sales closing ratio of 13.2%, beating the average district ratio of 7.2% and regional ratio of 10.1%.
- Within the first year, lowered variable inventory expenses by 63% while generating a net profit of over \$1M.
- Outstanding results, boosting new car profit by 37% in the first year, coupled with significant increases in Net Promoter Score with a 100% customer issue resolution rate; recipient of the President's Award in 2011, 2012, 2014, and 2015.
- Recognized as the top sales leader in the district, outperforming 14 dealerships throughout Western and Central New York; in 2018 YTD, reached 13% increase in sales volume over the prior year while the district and the Northeast Region experienced declines.
- Pioneered a shift in the business model at a leading Ford dealership from new car sales to sales of previously-owned vehicles, positioning the company as the top-ranked dealership for Ford vehicles in the Rochester area.
- Expanded the employee base from four team members to eight.
- Skyrocketed annual revenue from \$3.2MM to \$10.8MM, translating to growth in sales volume from 15 vehicles per month to over 50.
- In command of \$1MM inventory acquisition and product management.
- Implemented and managed 3rd party digital marketing partners; fostering increased sales over 100% in first year.

General Sales Manager

Company Name 1/4 City , State

Sales Manager

Company Name 1/4 City , State

Sales Manager

Company Name 1/4 City , State

Accomplishments

- Reynolds and Reynolds, DealerTrak, V-Auto, Digital Advertising Marketing & Design, Revenue Radar, AutoTrader, DealerSocket, Vinsolutions, CRM.
- If I could create the perfect General Manager, he/she would have all of your management, sales, and marketing qualities."
- Scott F., Corporate General Manager.
- Fuccillo Automotive Group.

Education

Bachelor of Arts Degree : Business Administration and Management EDINBORO UNIVERSITY OF PENNSYLVANIA Business Administration and Management

Summary

ACCOMPLISHED SALES & BUSINESS DEVELOPMENT LEADER BUILDS & LEADS STRONG TEAMS / TOP REVENUE PRODUCER / EXCELS IN CLIENT RELATIONSHIP MANAGEMENT Accomplished and results-driven Sales and Business Development Leader with broad based expertise leading effective strategy, client relationship management, negotiations, team leadership, and revenue growth. Expertise in building effective strategies that substantially increase revenue while improving market share and sales effectiveness; with Fuccillo Kia, directs a team of 52 employees sustaining \$45MM in annual revenue. A demonstrated record of success marked by a history of stellar revenue growth and operational excellence with roles with market-leading corporations; credited with introducing best practices, training, and other process improvements to bolster the effectiveness of sales teams. An effective communicator who leverages an unwavering commitment to excellence to build and execute innovative sales strategies, consistently delivering positive results in challenging and highly competitive industries. Award winning Sales Operations Manager; Strategic Fixed and Variable Operations Director.

Skills

Account Management, ads, advertising, automotive, budget, business development, closing, Competitive, CRM, clients, customer service, Driving

finance, financing, focus, hiring, inventory, leadership, Managing, marketing strategies, marketing, Mentoring, Online Marketing, personnel, positioning, product management, Profit, Sales, Strategy, television, translating, vision, website