

Contact

+12-3456-789-00-12 (Mobile)
2davis2john@gmail.com

www.linkedin.com/in/john-davis-73755a19b (LinkedIn)

Top Skills

Customer Experience
Customer Service
Business Strategy

Languages

English (Native or Bilingual)
French (Professional Working)
Spanish (Professional Working)

Certifications

Some Leadership Program

John Davis

Senior Manager, Customer Experience Operations & Business Strategy at Company name
Denver, Colorado

Summary

With 15+ years of progressive experience in wholesale and retail marketing, transactional dealership, and vendor consulting, I have made significant contributions across various marketing verticals.

My strong analytical and leadership skills demonstrate my ability of being a successful business strategist and a dynamic leader with clear vision and effective personnel supervision and guidance.

During my professional career, my ability of critical thinking, judgment and decision making enabled me to apply my expert knowledge and managerial skills for maximizing profits for the organization through sustained efforts.

Experience

Company name 1

Senior Manager, Customer Experience Operations & Business Strategy
August 2016 - Present

- As a Senior Manager, I promote various dealership assessment programs to improve the score of JD Power Syndicated Study. I also successfully manage the internal teams and vendor teams in reaching out to 2000 dealers through use of technology that resulted in improvement of about \$20M in dealership self-funded facility.
- One of my main responsibilities is to carry out various process improvements through regional and dealership training as well as annual Owner Loyalty Manager Summit.
- My suggestion to develop a vendor consulting team and cross functional regional support for process improvements in sales and service departments, improve customer loyalty and customer retention resulted in extending service to 80 impact dealerships per fiscal year.

Company name 2

Manager, Service Marketing Operations

February 2011 - August 2016 (5 years 7 months)

- As a Manager, I was responsible for coordinating a range of CRM programs for Company and reporting of service retention tools. The meticulous designing of CRM programs aimed at reaching about 3M owners with regular maintenance reminders and follow up, and providing various on-demand marketing solutions for dealership.
- I was charged with supervising field communication and field training, strategizing different marketing initiatives to analyze marketing performance based on service retention scoring, potential first year defection and the volume of consumer service marketing impressions.

Company name 3

Dealer Operations Manager

December 2010 - February 2011 (3 months)

- During my stint here, I enabled 16 district dealers to adopt strategies to support business goals and maximize retail sales. I was instrumental in increasing organizational profitability by selling vehicles at retail prices through dealers and monitoring service contracts while ensuring compliance with Company's standards.
- I thoughtfully managed long term market opportunities for the Company. My earnest efforts to generate revenue and implement effective cost control measures were awarded when my sales territory won the No. 1 sales customer satisfaction district.
- I was also declared as the Dealer Operations Manager of the year for the Mid-Atlantic region and scored 10/10 in NADA Dealer Attitude Survey for sales contact.

Company name 4

Assurance Product Planner

January 2010 - December 2010 (1 year)

- As an Assurance Products Planner, I promoted factory sales, participated in a pre-owned program for Nissan dealers spread across the Mid-Atlantic Region. I was also responsible for supporting 12 regional Dealer Operations Managers with monitoring and selling of products and programs in the assurance products portfolio.
- I regularly performed frequent field visits to meet regional dealers, furnish them with the necessary product knowledge, and provide training support with the help of two assurance products field representatives.

Company name 5

Service Manager

May 2007 - January 2010 (2 years 9 months)

- As a Service Manager, I took responsibilities for planning and implementing strategies to increase customer retention volume of service provided and sale of parts and organizational profitability.
- I also worked in closed co-ordination with the dealers' management and worked out various manufacturer programs and policies to take care of day-to-day individual dealer needs and demands.
- My efforts resulted in recognition of the sales territory as the leading district in tyre sales and ranked 1 st in service customer satisfaction district.

Company name 6

Independent Consultant – Product Development

February 2007 - May 2007 (4 months)

As a Consultant, I have created management tool to optimize new vehicle inventory for automotive dealerships that allowed dealers to match inventory to market demand and evaluate dealership sales performance.

Company name 7

Senior Associate – Financial Advisory Services

July 2002 - March 2006 (3 years 9 months)

- While working in the Company, I responsibly analyzed financial, sales and overall dealer performance based on my experience as well as developed a profile of financial health and sustainability. I actively advised general counsel of leading automobile manufacturers related to automobile dealership litigation cases.
- Also, I managed and trained a team of 50 adjudicators in three cities responsible for performing financial modeling.

Education

University name

Master's degree, Finance and Financial Management Services · (1991 - 1996)