

Jacci Grillo Noto
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Career Summary

Sales, Implementation, Performance Teams Director with 25 years experience specializing in sales management, career coaching, growing teams, high performance against KPIs, Mentorship, training, strategic partnerships with key brands, digital marketing, selling and buying custom multi-platform software and media campaigns, creating non-traditional revenue, diversity and inclusion, e-commerce, social media, design, cause marketing sponsorships, advertising, promotions, writing, public relations, public speaking, CEO, CMO, CFO, VP in my owned business ventures.

Professional Experience

03.2012 – Present **Cox Automotive/Autotrader/Kelley Blue Book/Dealer.com/Digital Retailing/vAuto**
Director of Sales IMS/vAuto Northeast 12/2024-Present

Director of Inside Sales IMS/vAuto & Kelley Blue Book Instant Cash Offer 11.2023-11.2024

Director of Sales Kelley Blue Book Instant Cash Offer 5.2019 – 10.2023

Senior Manager Business Development KBB ICO, Dealer.com, Digital Retailing NY/NJ/PA 2.2017-4.2019

Sales & Service/Implementation Manager Kelley Blue Book Instant Cash Offer Northeast 1.2016 – 1.2017

District Sales Manager Long Island 8.2014 – 12.2015

Region18 Core Product Specialist Connecticut, Long Island, Leadership Team Member 3.2014 – 7.2014

Autotrader Advertising Consultant R18, D4 3.2012 – 3.2014

- Build & coach teams of 6-15 Direct Reports, rated 3-4-5 Year-End PMPs, ranked 1-5 nationally annually by collaborating with Dealer Success teams, other Cox Automotive Business Units, internal clients
- 5 Sales Direct Reports achieved multiple President's Club winners, 4 achieved first time in lengthy careers
- 2017, 2018 Winner President's Club, Northeast Sales Leader of the Year, National Sales Leader of the Year
- History of growing underperforming sales and service teams from Unsatisfactory, Inconsistent ratings to Successful, Superior, Exceptional ratings
- At times produced highest revenue KBB ICO nationally behind Major Accounts, lowest lost business & expenses
- Maintain highest average sales District 1, \$16,500+/month for 3 years at Autotrader
- Organize guided collaboration with Groups, Training, Business Unit Specialists and Managers including Trade-In Marketplace, Haystack, VAuto, Vin Solutions, NextGear, Manheim, HomeNet, External Advertising Agencies
- Hire, train, and retain new sales and service talent while coaching to exceed sales and retention goals ongoing
- Lead and participate in trainings, projects, Advertising Consultant Council, and Spring Sales Contest creation and execution, tracking, SFX, Sales Leaders Academy, OEM council, Interview Panels
- Book of Business has included Sales and Marketing services provided daily to 32-65 car dealerships in Rockland, Westchester, Orange, Sullivan, NY up to leadership management of 15,000+ clients in 16 states
- Experience in selling & coaching individual contributors and dealerships on pricing, stocking, merchandising/marketing, traditional media, digital media, social media, exposure, SEO/SEM, and acquisition
- Work daily in ancillary areas of business such as credit and collections, product upgrades, co-op application, product features utilization, product, sales business office, finance

03.2013 – Present

Noto Properties, LLC

Co-Owner/Vice President Marketing & Occupancy

- Built successful residential and commercial real estate business in three states with partner
- Locate, finance, buy, build, maintain, sell, market, rent residential and commercial properties profitably annually
- Market, manage, maintain 17-20 properties in multiple LLCs portfolio, 27-32 long-term rental tenants
- Manage and analyze financial, legal, and clerical aspects of business with network of various contractors

06.2014 – Present

Hudson Valley Distillers

Co-Owner/Investor

- Invested as one of four original majority partners, 20 minority partners in grassroots farm to table alcohol distillery, bar, restaurant, lodge, and hand sanitizer manufacturing company
- Participate in owners' meetings semiannually, provide input to future products, business options, marketing

10.2012 – 03. 2020

Noto Garlic Farm

Co-Owner/Vice President Marketing

- Built grassroots business with son Ethan fostering teenage entrepreneur initiative
- Marketed and sold garlic, garlic scapes, pesto, branded merchandise doubling profitability year over year

08.2011 – 02. 2012 **Greater Media Boston - MAGIC 106.7 FM & Country 102.5 FM**
Account Executive – LSM Development Program

- Enrolled in a salary-based management training program in A-Market, Boston
- Contributing member of non-traditional sales team, (focus is Non-Traditional Marketing Campaigns, Cause Marketing, Event Sponsorships, Custom Grassroots Campaigns, & Digital Sales including E-commerce)

03.2008 – 08.2011 **Entercom New England – Sports Radio WEEI 103.7 FM**
Director Strategic Sales & Marketing

- Directly Manage 8-11 Sales Account Executives (3 senior, 5 mid-level, 3 entry level)
- Contributing member of 3-person management team for 8 properties (focus on WEEI.com Digital Sales including E-commerce, Non-Traditional Marketing Campaigns, Cause Marketing, custom Grassroots Campaigns)
- Sole coach of sales staff to increase digital revenue by 140% in first 10 months employed and brought WEEI Providence to #1 rated digital revenue earned on Miller Kaplan report 2009-2011
- Sole Coach of sales staff to increase New Business Development/NTR category sales from \$0 to over \$1,600,000 to date in Providence, plus contributions to Boston, Worcester, Springfield revenue lines, including WEEI.com digital sales and MyProvidencePerks.com sales, total \$12 Million Revenue
- Completed Deep Dive & Big Pool Entercom training programs
- Restructured sales focus by implementing emerging categories program, targeting new business client prospects for the current “New Economy” 2009-2011

03.2005 - 03.2008 **Walt Disney Company – Disney Channel - Radio Disney**
Marketing and Promotions Manager AM 550 Providence and AM 1260 Boston, Hartford

- Marketing Campaign development and sales, traditional media and non-traditional media including client recaps for #3 market in the country (Boston & Providence)
- Secured over 75% station budget Providence in 2006, 2007, aided in quadrupling business in Boston in 2007
- Schedule, execute, and report FCC required media and events, balance both station budgets and handle all purchases for all departments and station relocation, P&L
- Manage and manage a team of 30 employees and independent contractors in all departments
- Walt Disney World Studios Theme Park Moderate Spiel Attractions Hostess 1996 Tower of Terror, Toy Story

01.2005 – 07.2005 **Aames Financial Corporation**
Purchase Account Executive

- Pioneer a new program within mortgage sales industry focusing on purchases
- Develop and maintain realtor and other business partner relationships using own local network

06.2004 – 01.2005 **First Horizon Home Loans**
Relationship Manager & Team Leader

- Sold mortgage refinance and purchase programs from self generated leads
- Managed team of loan officers, and planned all business partner entertainment & appreciation

10.2003 – 06.2004 **Discount Mortgage Corporation**
Loan Officer

- From month #1 consistently ranked 3-7 among 3 office locations company
- Completed aggressive Creative Equity Training Program for sales, Sold mortgage refinance and purchase programs from self generated leads

05.2001 – 10.2003 **Citizens Bank**
Senior Business Teller, Banker I, Banker II, Assistant Branch Manager

- Consistently exceed 100% of quarterly bank product sales goals
- Continuously trained and managed all sales staff and often acted as Branch Manager (Branch Manager position was filled only 30% of my time employed as Assistant Manager)
- Balanced bank deposit funds, Branch Payroll, P&L, and audited sales staff regularly

Education

May 2020 B.S. Business Administration, Management, Magna Cum Laude, Purdue University Global
Attended SUNY Ulster, Florida Southern College, SUNY Dutchess, Rhode Island College, CCRI
Majors/Concentrations included Biology, Marketing, Management, Economics, Human Resource Management

Computer Skills & Qualifications

IBM SFX Team Lead, Proficient in Microsoft Office Outlook, Word, Excel, Power Point, Copilot AI, Map Point, Photoshop, Adobe Audition, Roxio, Standard Sound Board, DJ Equipment, Counterpoint & Wide Orbit Traffic Systems, Qualitap/Tapsan, RAB, Arbitron, Miller Kaplan, Ando Reporting, Rovion, Enticent StickyFish Code, Salesforce CRM, Media Web Connect, Analog Analytics, & various e-commerce applications, social media applications creation, marketing, & maintenance including Facebook, X, SnapChat, LinkedIn, Pinterest, Instagram, TikTok

Honors & Affiliations

Please see www.JacciGrillo.com

Paid Meta Influencer/Content Creator, LinkedIn Creator Mode Active, Google Level 7 Local Guide Contributor, Dealer Marketing Magazine Executive Expert Panel 2023, High School Enrichment Hudson Valley Teen Development Volunteer 2023, NIADA Published Content Contributor October 2022, Frost & Sullivan STAR Leadership Conference Speaker June 2022, Women In Automotive Speaker December 2021, Car Guy Coffee Podcast Guest July 2021, FCCLA Keynote Speaker March 2021, Auto Hub Show Podcast Guest January 2021, Careering Podcast Interview 2020, Digital Dealer Panel Expert 2020, FCCLA NYS Conference Keynote Speaker 2020, Cox Automotive President's Club Winner 2017-2018, Cox Automotive Sales Leader of the Year Northeast Division 2017, Cox Automotive National Sales Leader of the Year 2017, Women's Automotive Association International (WAAI) NY Auto Show Breakfast Panel Chair & Organizer, 2015-2017, Autotrader R18 Ntwadumela (He who greets with fire) Award April 2015, Autotrader NY & CT Salesperson of the Month June, December 2013, February 2014 Miller Kaplan Providence #1 Digital 2009-2010, Secretary/Treasurer BNI Capital City Connection Network 2009-2010, Notable Networker Award BNI, Top Guests, Top Business Generated Awards 2009-2010, Disney Tinker Bell Award 1996, Southern Ulster Rotary Volunteer & Fundraiser, Hudson Valley Direct Marketers Association, Total R&R Volunteer VP Charitable Director 2013-2014, Bishop Dunn Memorial School Holiday Adopt a Child Program 2013, ASPC/OCC & Yankees Damon Runyon 5K Autotrader Team Organizer 2012-2015, Autotrader Jump Start Atlanta Food Bank Volunteer 2012, Autotrader CT Food Bank Volunteer 2014, Autotrader Team Habitat For Humanity Volunteer 2014, Wish Granter – A Wish Come True 2005-2011, Volunteer Construction 2008-2010, Jimmy Fund Radio-telethon Volunteer/Host 2008-2011, Volunteer Run For Freedom Against Human Trafficking 2009-2011, Volunteer Girls on the Run Rhode Island 2013-2014, Newport Winter Festival Children's Fair Volunteer Host 2005-2008, Disney VolunTEARs 2005-2008, Former Member Providence, East Greenwich, Eastern CT, Greater Boston Chambers of Commerce.

References and prior work history available by request