

Nicole Bassuk is a driven CEO, entrepreneur, motivational trainer, talent expert, business innovator, and trusted advisor based in South Florida, with a career spanning more than four decades.

Raised in Manhattan, Nicole developed an entrepreneurial mindset early on, inspired by her mother—a trailblazing businesswoman who built a pioneering bilingual telemarketing company before expanding into the telecom industry. That upbringing instilled in Nicole a relentless work ethic, sharp business instincts, and an enduring passion for building successful ventures. She went on to earn her bachelor's degree in business management from New York University in the mid-1980s.

While still a student at NYU, Nicole's career took a formative turn when she landed an executive administrative role at The Trump Organization, working on the 26th floor during the era when Donald J. Trump served as President/CEO and his children were still young. This close exposure to high-level business dealings, combined with her mother's example, who later reinvented herself as a successful interior designer at Nicole's encouragement—shaped Nicole's leadership philosophy and business acumen in profound ways.

Nicole's entrepreneurial journey has been diverse and hands-on. She has owned and operated a restaurant and built a thriving private chef and high-end catering business, serving affluent clients and high-profile figures throughout the Northeast. These experiences honed her skills in service excellence, brand building, relationship management, and performing under pressure.

Today, Nicole applies that same energy and expertise to the powersports and marine industries. Through Dealerosity Solutions and other divisions of her organization, she specializes in talent strategy, recruiting innovation, and results-driven marketing for multi-brand dealerships. She has also expanded her offerings to include premier advisory services for dealership "buy-sell" transactions—facilitating and orchestrating matches between sellers and Nicole's extensive network of qualified, asset-ready buyers across the Harley-Davidson, metric powersports, and marine/boating sectors.

Nicole develops targeted campaigns, strategic job positioning, video content, and social media strategies that help dealerships attract top-tier sales, service, F&I, management, and technical talent throughout the United States and Canada—uncovering hidden talent and securing best-in-class skill sets and cultural fits.

Known for blending decades of real-world business experience with modern tools and creative execution, Nicole serves as both a strategic advisor and hands-on innovator, helping organizations build stronger teams, stronger cultures, and stronger results. Her

approach is rooted in transparency, integrity, high energy, and an unwavering belief that the right people—properly positioned and motivated, can transform any business.

Nicole has been happily married for 23 years to Moshe Darwazeh, Co-Founder of Driving Force Recruiting, a leading automotive recruiting firm whose clientele includes top industry names such as Hudson Automotive Group and AMSI. They are considered by many as a “Power Couple”