


# TINA NOVOA

OPERATIONS | MARKETING |  
BUSINESS DEVELOPMENT

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## PROFESSIONAL SUMMARY

Results-proven operations, marketing, and business development change agent with expertise spearheading, managing, and executing critical projects using a common sense approach.

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## WORK EXPERIENCE

### SENIOR VICE PRESIDENT OPERATIONS

SHIFT TECHNOLOGIES / 2023

- Defined the long-term and short-term sales planning and forecasting process, bringing together key stakeholders to align timelines, systems, business objectives, and customer requirements.
- Reduced headcount by 66% and marketing spend by 90% (from \$1M/mo to \$100K/mo) while simultaneously increasing lead conversion, vehicle sales, front-end gross profit and back-end averages.
- Cut expenses of redundant vendor services to align with our strategic plan.
- Outlined the IT systems requirements to configure pricing algorithms to purchase vehicle inventory competitively and improve turn rate.
- Right-sided the operational procedures to shorten the inventory age by ~200 days and increase the velocity of sales by 52%.

### DIRECTOR OF OPERATIONS, MARKETING, BUSINESS DEVELOPMENT

WE HELP DEALERS / 2020 – PRESENT

- Enrolled 92 small businesses, automotive franchise dealerships, and independent dealerships to develop strategies and implement solutions to improve sales, service and marketing procedures and drive revenue, minimize expenses and improve profitability. Managed all aspects of complex project management throughout the project lifecycle: planning, scope definition, design, execution, and delivery.
- Negotiated a \$2M cash payment to dealer for an open point franchise acquisition, and a second one for \$1M.
- Collected on behalf of dealerships a combined amount of \$2.3M in rebates, incentives, and co-op from OEMs.
- Negotiated 17 dealer sales and service agreements with 5 OEMs involved.
- Negotiated 57 month-end mutually beneficial program initiatives between dealerships and OEMs.
- Created a complete university for a dealership group consisting of sales and service course content.
- Installed 7 business development centers, complete with custom processes, email templates, and phone scripts.
- Provided common sense solutions and consultative support for operational excellence.
- Provided and presented analyses of vendor programs with supporting recommendations to C-suite leaders.
- Executed marketing strategies (e.g., website management, search engine optimization, search engine marketing, social media content and campaigns, events) and the subsequent centralization of marketing measurements to report and track performance, align data sets, and provide insights that guide decision-making.
- Worked closely with clients' IT teams to implement and manage automation processes, ensuring seamless execution of projects.

### DIRECTOR OF MARKETING OPERATIONS

CARNAMIC (AUTO GROUP) / 2018 – 2020

- Directed and managed all functions of marketing for a multi-line new and pre-owned car dealership group operation, aligning with all stakeholders of the executive (C-suite) leadership team and department heads.

- Drove and upheld the rollout of variable and fixed operations processes, highly focused on uniformity, efficiency and effectiveness.
- Managed OEM relationships, including sales and service operations and franchise agreements for Hyundai, Kia, Nissan, INFINITI, and Mitsubishi, including negotiations for favorable dealer cash programs that exceeded over \$1M in additional incremental revenue during my tenure.
- Managed vendors and leveraged dealership group size to negotiate better than competitive rates, saving the company in excess of \$250K annually.
- Managed inventory pricing that resulted in increased sales effectiveness by 22% and overall gross revenue by 17%.
- Minimized and strategically focused SEO spend to target audiences based on the inventory availability.
- Targeted social media campaigns incorporating the dealership's unique selling proposition that I developed based on the dealership's core values.
- Built the business development center (call center) from the ground-up, including written processes, staffing, custom email and phone templates.

## **DISTRICT SALES MANAGER**

SUBARU OF AMERICA / 2014 – 2017

- Collaborated daily with numerous franchise dealerships to maintain compliance standards as they related to the sales and service agreements, specifically retail sales share and effectiveness, parts and service operations, assurance product performance, market representation, dealer development, customer satisfaction, and wholesale.
- The only DSM in the company who successfully managed two districts representing 20 of the 26 retailers in the San Francisco Zone.
- Attained a record breaking 60% penetration of retailers achieving the Stellar Care Award.
- Received national recognition and awards for the most improved customer satisfaction scores, to the #3 ranked district in the country.
- Consistently ranked #1-3 nationally for vehicle service contract penetration and #1 for Starlink registrations.
- Recognized by the CEO for being the catalyst of saving the company "millions of dollars" in potential litigation expense due to incentive and state rules alignment.
- Prospected, identified, and onboarded talented individuals for dealership management positions using a hunter-type, cold-calling strategy to improve dealership operations, sales, and profitability.
- Constantly exceeded wholesale targets by working closely with dealers to develop retail pull-through strategies based on customer needs, competition, pricing and marketing.

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## **EDUCATION**

### **MASTER OF BUSINESS ADMINISTRATION, MARKETING MANAGEMENT**

California State University, East Bay

### **BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION AND ECONOMICS**

University of La Verne, Athens

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## **PROFESSIONAL SKILLS AND EXPERTISE**

Operations | Business Development | Marketing | Marketing Metrics | Project Management | Troubleshooter | Fleet | Training | Results Focused | Process Development | Risk Analysis | Strategic Planning | Leadership | Relationship Management | Business to Business (B2B) | Customer Satisfaction | Problem Solving | Conflict Resolution | Negotiation | Time Management | Budget Management | Finance Management | Quantitative Analysis | Analytical | Detail Oriented | Conscientious Work Ethic | Presentation Skills | Critical Thinking | Team Centered | Communication | Creative Reasoning | Quick Study | Customer Oriented | Collaborative | Microsoft Office | Google Suite | Google Analytics | Generative Artificial Intelligence (AI)