

T I N A N O V O A

Results-Proven Change Agent |
Automotive Dealership Operations |
Marketing | OEM Relations

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PROFESSIONAL SUMMARY

Results-driven operations, marketing, and business development executive with extensive experience driving business transformation, improving profitability, optimizing operations, and accelerating revenue growth across automotive retail and wholesale environments. Proven track record of negotiating agreements, reducing operating costs, improving sales performance, and building scalable business processes while strengthening OEM and C-suite relationships. Combines strategic vision with hands-on leadership to solve complex business challenges, improve organizational performance, and deliver measurable results.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA), MARKETING MANAGEMENT

California State University, East Bay

BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION AND ECONOMICS

University of La Verne, Athens

WORK EXPERIENCE

DIRECTOR OF OPERATIONS, MARKETING, BUSINESS DEVELOPMENT

WE HELP DEALERS / 2020 – PRESENT

- Supported and executed operational, sales, marketing, and OEM initiatives for 300+ small businesses and automotive dealerships to increase revenue, improve profitability, reduce expenses, and strengthen business performance.
- Negotiated \$3M in franchise acquisition payments and recovered \$2.3M in OEM rebates, incentives, and co-op funds for dealership clients.
- Negotiated 17 dealer sales and service agreements across five OEMs and secured 57 month-end dealer–OEM program initiatives.
- Led complex projects from strategic planning and scope definition through implementation and delivery.
- Designed a comprehensive dealership university with sales and service training programs; built and implemented seven business development centers (BDCs).
- Developed and executed integrated marketing strategies spanning website management, SEO/SEM, social media, events, analytics, and reporting.
- Presented strategic recommendations to C-suite leadership and partnered with IT teams to implement automation, streamline operations, and improve business performance.

SENIOR VICE PRESIDENT OPERATIONS

SHIFT TECHNOLOGIES / 2023-2024

- Led short- and long-term sales planning and forecasting, aligning stakeholders, systems, and business objectives.
- Reduced headcount by 66% and marketing spend by 90% (\$1M to \$100K monthly) while increasing lead conversion, vehicle sales, and gross profit performance.
- Eliminated redundant vendor services and expenses to improve operational efficiency and strategic alignment.
- Defined IT requirements for pricing algorithms to strengthen vehicle acquisition competitiveness and inventory turnover.
- Redesigned operational processes, reducing inventory age by approximately 200 days and increasing sales velocity by 52%.

DIRECTOR OF MARKETING OPERATIONS

CARNAMIC (AUTO GROUP) / 2018-2020

- Directed marketing strategy and operations for a multi-brand automotive dealership group, managing an annual marketing budget exceeding \$400K in partnership with C-suite executives and department leadership.
- Negotiated OEM dealer cash programs generating over \$1M in incremental revenue and leveraged group purchasing power to secure favorable vendor agreements, saving more than \$250K annually.
- Managed all third-party vendor relationships and contract negotiations, securing competitive pricing, maximizing value, and controlling costs.
- Maximized OEM co-op marketing funds through disciplined budget management and strategic campaign allocation, ensuring full utilization of available funds.
- Optimized inventory pricing strategies, increasing sales effectiveness by 22% and gross revenue by 17%.
- Managed OEM relationships and sales, service, and franchise agreements across Hyundai, Kia, Nissan, INFINITI, and Mitsubishi; standardized dealership processes and built a business development center from the ground up.

DISTRICT SALES MANAGER

SUBARU OF AMERICA / 2014 – 2017

- Managed two sales districts—the only District Sales Manager in the company to do so—representing 20 of 26 retailers in the San Francisco Zone while driving dealer compliance, sales performance, wholesale, and operational profitability.
- Achieved record-breaking 60% retailer penetration for the Stellar Care Award, ranked #1–#3 nationally in vehicle service contract penetration, and ranked #1 in Starlink registrations.
- Earned national recognition for elevating district customer satisfaction to #3 in the country and CEO recognition for mitigating potential litigation costs worth millions through alignment of incentive programs with state requirements.
- Exceeded wholesale targets through strategic retail pull-through initiatives, dealer development, and recruitment of dealership management talent to strengthen sales and profitability.

GENERAL MANAGER

MANHEIM SAN FRANCISCO BAY / 2012 – 2014

- Reported directly to C-suite leadership while overseeing 180 employees and transforming location operations from bottom-performing to a top-three national ranking.
- Managed financial performance, customer relationships, and process improvement initiatives to increase operational efficiency, control costs, and drive business growth.
- Increased employee satisfaction from 74% to 91% and customer satisfaction scores from 603 to 943 through operational improvements and workforce engagement, contributing to increased profitability.

DEALER OPERATIONS MANAGER

NISSAN MOTOR COMPANY / 2006 – 2012

- Managed sales and service operations for the zone's largest district, driving vehicle wholesale and retail sales, parts and accessories revenue, operational compliance, customer satisfaction, and dealership profitability.
- Oversaw regional assurance product performance, developing strategies to increase product penetration, strengthen dealer engagement, and grow revenue.
- Partnered with dealership C-suite leadership and department managers to analyze performance metrics, identify operational gaps, and implement sales and service improvement initiatives.
- Ensured dealer compliance with OEM standards, sales and service agreements, customer satisfaction objectives, and operational performance requirements.

PROFESSIONAL SKILLS AND EXPERTISE

Automotive Operations | Strategic Planning | Business Transformation | Profitability Improvement | Marketing Strategy | Budget Management | OEM Relations & Negotiations | Vendor & Contract Management | Sales & Revenue Growth | Fixed & Variable Operations | Inventory Strategy | Project & Change Management | Business Development | Performance Analytics | Process Improvement | Executive Leadership