

CHET PARSONS

SALES AND MARKETING EXECUTIVE / EV EXPERT / VINTAGE ENTHUSIAST / AUTOMOTIVE IDEALIST

213.321.0352 [EMAIL](#) [LINKEDIN](#) [WEBSITE](#)

WCPFour LLC, Los Angeles, CA

Sole Proprietor, April 2025 to present

- Consulting services for sales, marketing, brand, and strategy
- Automotive-focused, serving OEMs, startups, and boutique brands

Vintage Modern, Inc. (Vintage Broncos), Buford, Georgia

Director, Sales Operations and Dealer Development, February 2024 to March 2025

- Develop dealer / reseller network and CRM strategy
- Build and implement sales processes for all sales channels
- Report directly to CEO / Founder

Bollinger Motors, Oak Park, Michigan

Business Development Director, April 2023 to February 2024

- Experiential marketing, dealer network support, fleet sales support
- Collaborate with product planning team on consumer model development

VinFast Auto, Playa Vista, California

Director, Sales Planning and Operations, February 2022 to April 2023

- Develop and execute retail sales strategy and processes for all sales channels
- Collaborate with Sales, Aftersales and Marketing leadership
- Develop Trade-In process and partnerships to support Direct-to-Consumer sales model
- Developed retail finance and lease programs

Bollinger Motors, Oak Park, Michigan

Sales Director, March 2019 to February 2022

- Develop and execute sales and marketing strategy and progressive retail sales model
- Execute all marketing activations including private, public, and experiential events
- Report directly to CEO / Founder

Faraday Future, Inc., Gardena, California

Sales Director, April 2018 to February 2019

Tesla Motors, Dallas Service Center, Dallas, Texas

Internal Service Advisor, July 2017 to April 2018

Service Center Manager / Service Advisor, October 2013 to June 2017

Delivery Orientation Specialist, May 2013 to September 2013

Volunteering

- Guide and Ambassador - The Petersen Automotive Museum
- Advisory Board Member and Speaker - CHARGE Energy Branding Conference

Writing

- Contributor, Automotive Content for [Megadeluxe](#)

Podcast Appearances

- [Current Listing of Podcast Appearances](#)